JANUARY 24, 1944 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

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WOR is not an Albany station

(we mean Albany, N. Y.—not Georgia, really)★

He was rather impatient. He was a manufacturer. The product was a war-substitute for mending clothes, shades, soft goods . . .

(Please be patient and read on – there is some very important meat in this.)

WOR was the *only* station this man could afford; we mean, *big* station. And he had – what some people would think – peculiar ideas.

"Sell my product," he said. "Sell it in Albany, N. Y., and Boston, which is in Massachusetts, and Philadelphia – as well as (hold tight) Maryland."

We could try.

WOR jumped this man's Albany sales 190%. In Boston and such surrounding territory as Connecticut, Rhode Island, WOR sold 75% more of this man's product than ever before. Maryland? Up, too. About 100%.

And so the story went – in practically *all* the 16 great war-active cities WOR platters its power down on.

WOR even pursuaded 43 department stores which had never handled the product to handle it.

Would *you*, perhaps, like to have WOR do maybe this kind of job for you? In cities like Paterson, Newark, Trenton, Bridgeport, New Haven, and even – well, maybe Albany, N. Y., or Boston?

our address is **WOR**

—that power-full station,
at 1440 Broadway, in New York

★ WOR does not argue the point that each of the cities mentioned is served in a very special way by one or more local stations. Their job is an important and unique one. So, too, we feel is WOR's collective 16-city impact.

155 non-network advertisers used WLS to sell Midwest America in 1943.

34 of these (22%) used WLS all 12 months of the year.

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50,000 WATTS
BLUE NETWORK

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FARMER
STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

CHICAGO

MANAGEMENT AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK—**KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL

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LOOK at New England as a whole — not just a part of it.

The real potentialities of the New England market can be largely wasted if you try to cover too much area with two or three stations.

By taking the broad view, by bringing into focus all the cities of New England and their trading zones, it becomes apparent that you need a network to sell New England as a unit.

There is but one network that will do this job — do it thoroughly by giving you the right stations in the twenty-one places where you need the impact of primary coverage.

Add these twenty-one Yankee stations together, with their local acceptance based on long standing success and the friendship and support of their communities — the result is all-over primary coverage of New England.

Yankee's twenty-one stations bring all markets within your reach in the only way they can be reached by radio.

ACCEPTANCE
is
The
YANKEE
NETWORK'S
FOUNDATION

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

EDWARD PETRY & CO., INC., *Exclusive National Sales Representative*

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

KOIL Columbia, of course
The Radio Buy of OMAHA

Chicago
has its
Art Institute
JOSLYN MEMORIAL

Omaha has its *Joslyn Memorial*

Omahans Know
and Appreciate Art
without being "*arty*"

● A lorgnette and a broad "ā" are not necessary complements to an appreciation of art. As evidence, just pay a Sunday afternoon visit to the Joslyn Memorial; an art gallery that would do credit to a city several times Omaha's size—and watch a throng of sound, substantial, typically-American folks enjoying art.

Omahans are accustomed to "the better things of life." What's more — they have the means with which to enjoy them.

The rich, responsive Omaha market can be sold most directly — and at lowest cost — through KOIL. Write us today for availabilities.

WHAT A MARKET
Of the 3,074 counties comprising our nation—**Douglas County (Omaha)** ranks **SECOND** in Increased Per Capita Income for the first nine months of 1943.

Represented Nationally by Edward Petry Co., Inc.

KOIL CBS in *Omaha*
5000 WATTS . . . 1290 KILOCYCLES

SUBSCRIPTION PRICE: $5.00 per year 15c per copy

BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

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AND THEIR FAMILIES-
ARE PART OF TODAY'S

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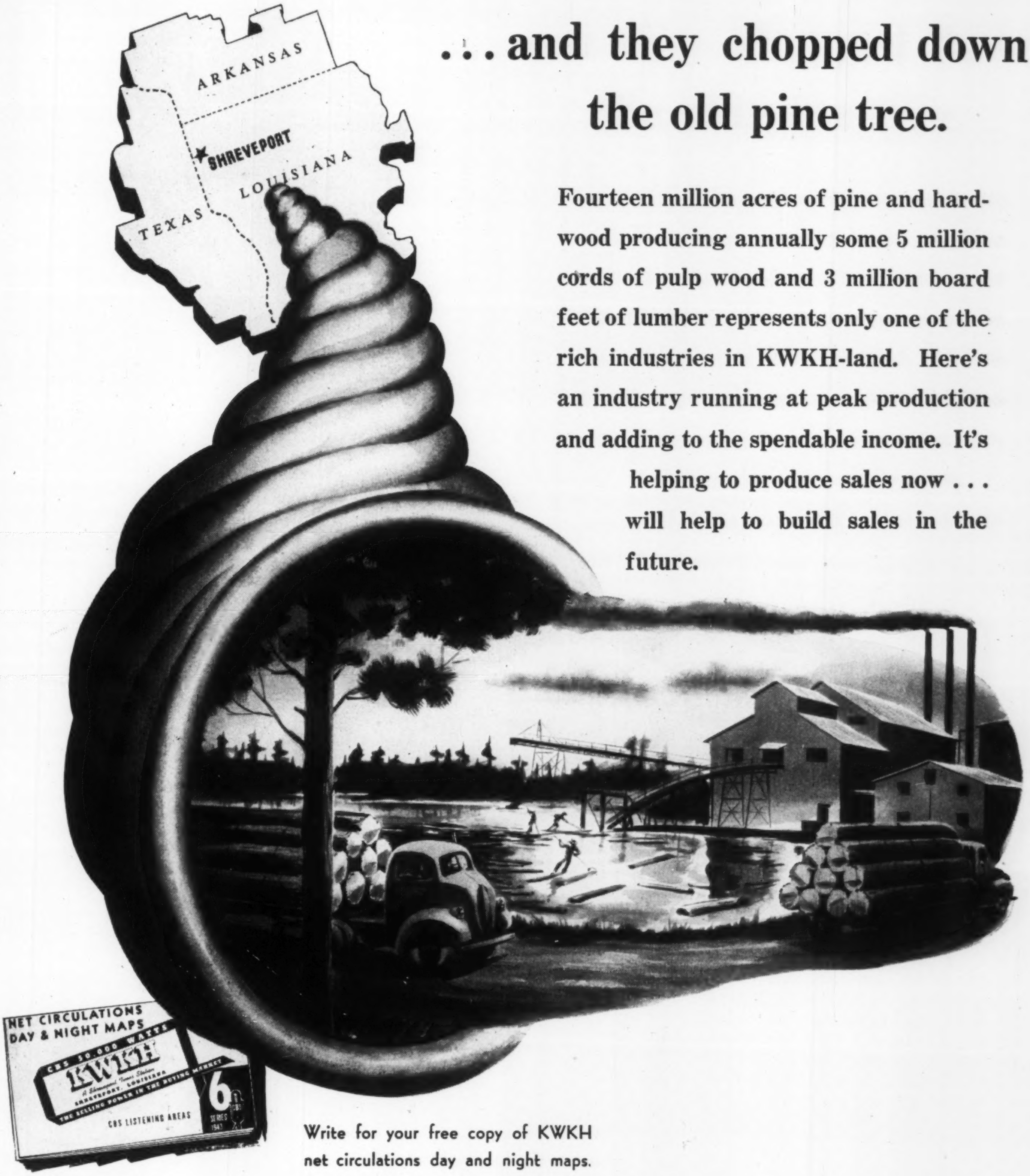
AUDIENCE

WFLA TAMPA NBC
JOHN BLAIR & CO. NATIONAL REPRESENTATIVE

. . . and they chopped down the old pine tree.

Fourteen million acres of pine and hardwood producing annually some 5 million cords of pulp wood and 3 million board feet of lumber represents only one of the rich industries in KWKH-land. Here's an industry running at peak production and adding to the spendable income. It's helping to produce sales now . . . will help to build sales in the future.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SHREVEPORT
LOUISIANA
TEXAS
NET CIRCULATIONS
DAY & NIGHT MAPS
CBS 50,000 WATTS
KWKH
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SHREVEPORT, LOUISIANA
THE SELLING POWER IN THE BUYING MARKET
CBS LISTENING AREAS
6
SERIES 1943

Write for your free copy of KWKH net circulations day and night maps.

CBS
50,000 WATTS

KWKH

REPRESENTED BY
THE BRANHAM CO.

A SHREVEPORT TIMES STATION
SHREVEPORT, LOUISIANA

It takes

THE HOLLYWOOD BARN DANCE
PABST PRESENTS
PM
COTTONSEED CLARK & GANG 10:30 PM
STARRING GROUCHO
STUDIO A

IDEAS *to make a network*

. . . like the NEW Hollywood Barn Dance

There ain't no barns in Hollywood, podner. But come 10:30 Saturday nights and they's shore plenty dancin'. When that Cottonseed Clark lets 'er roll on Hollywood Barn Dance, *folks up an' stomp the place apart.*

Here's why:

The *idea* for the original *Hollywood Barn Dance* first came to us ten years ago. We figured a real rollicking hoe-down show would go over big here with everybody. It did. Mail from 11 Western States swamped us. Almost half a million listeners stomped and whooped in the studio audience during the 54 months we had the program on the air. And it never lacked a sponsor.

Now *Hollywood Barn Dance* plays a revival—brighter than ever—livened with new inspiration and talent. Today's Pacific Coast is thronged with more people than ever before—people who love the special brand of Western music and humor created by their fathers and grandfathers. So we're giving them the best of it we can with new variety, fresh color, and top-name Western stars—blended by the unbeatable CPN skill at production—to make a fast half hour of great radio.

The result is so swift, so sure, so smooth that the first half of *Hollywood Barn Dance* was sold even before we could get it on the air. (Press-time tip to sponsors out shopping: the other half is still available).

Hollywood Barn Dance is another good example of how ideas *make* the Columbia Pacific Network . . . ideas that go places . . . inspired ideas, carried out with imagination, skill and enthusiasm.

It isn't hard to get them—from CPN. You'll soon find out if you just ask us or Radio Sales.

COLUMBIA
Pacific
NETWORK

CBS

A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM
PALACE HOTEL, SAN FRANCISCO 5 • COLUMBIA SQUARE, LOS ANGELES 28
Represented by Radio Sales, the SPOT Broadcasting Division of CBS

"HEY, SIS—TURN IT DOWN DURING THE COMMERCIALS!"

YOU know how many times you've heard that headline repeated in people's homes. In order to avoid such frustration of their programs' entire purpose, some advertisers have gone far in cleverly disguising their plugs—slipping them in "fast and cute"—making them into jokes!

Seems to us the next step is either to eliminate the plugs entirely—*or to make the plugs as interesting as the program itself.*

That's where Sonovox comes in. Sonovox commercials are in themselves sufficiently intriguing to warrant the listener's attention. The Lifebuoy talking foghorn. The Bromo-Seltzer talking train. The Vel talking glasses and dish-pans. And so on and on.

That's not sales-talk. It's a fact that has been proven by Hooper Sponsor Identification Ratings. Let us *show* them to you.

How is Sonovox sold? Essentially like talent. Under each license for a specific use, a reasonable license fee is charged for Sonovox performing rights. The *only* additional cost to licensee is for a trained articulator made available by us in any broadcasting or recording studio in New York, Chicago, or Hollywood, at Standard AFRA scale.

Some Typical SONOVOX PIONEERS*

American Chicle Co. (Black Jack Gum)
Badger and Browning & Hersey, Inc.
American Industries Salvage Committee (Steel Scrap Drive)
McCann-Erickson, Inc.
Buick Motors Division, General Motors Corp.
Arthur Kudner, Inc.
Chicago, Milwaukee, St. Paul & Pacific R. R.
Roche, Williams & Cunnyngham, Inc.
Colgate-Palmolive Peet Company (Vel, Palmolive)
Ward Wheelock Co and
Wm. Esty & Co., Inc.
Delaware, Lackawanna & Western Coal Co.
Ruthrauff & Ryan, Inc.
Walt Disney Productions
Emerson Drug Company (Bromo-Seltzer)
Ruthrauff & Ryan, Inc.
Christian Feigenspan Brewing Company (Feigenspan and Dobler P.O.N. Beers and Ales)
E. T. Howard Co.
Feltman-Curme Shoes
Russell C. Comer Advertising Co.
Forum Cafeterias of America
R. J. Potts-Calkins & Holden, Inc.
Griesedieck-Western Brewery Co. (Stag Beer)
Maxon, Inc.
Grocery Store Products Sales Co., Inc. (Fould's Macaroni Products)
Campbell-Ewald Co., Inc.
Andrew Jergens Co. (Woodbury's Products)
Lennen & Mitchell, Inc.
Lever Brothers Co. (Lifebuoy Soap)
Ruthrauff & Ryan, Inc.
Lyon Van & Storage Co.
Batten, Barton, Durstine & Osborn, Inc
National Broadcasting Company
Naval Aviation Selection Board
Navy Seabees (U. S. Navy, Construction Battalions)
Office of Civilian Defense (Region Six)
Pabst Sales Company (Pabst Beer)
Warwick & Legler, Inc.
Pan American Coffee Bureau
Buchanan & Co., Inc.
Purity Bakeries Service Corp. (Taystee Bread, Grennan Cakes)
Quaker Oats Company
Ruthrauff & Ryan, Inc.
Radio Corporation of America
Ruthrauff & Ryan, Inc.
Radio Station KOMA, Oklahoma City
Alvino Rey and his Orchestra
Shell Oil Company, Inc.
J. Walter Thompson Co.
Stanco, Inc. (Mistol)
McCann-Erickson, Inc.
U. S. Treasury Dept.
Universal Pictures Company, Inc.
Warner Brothers Pictures, Inc.
Willards Chocolates, Ltd.
Cockfield, Brown & Co., Ltd.

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*Space no longer permits a complete list of Sonovox users.

WRIGHT-SONOVOX, INC.

"Talking and Singing Sound"

FREE & PETERS, INC., *Exclusive National Representatives*

CHICAGO: *180 N. Michigan* Franklin 6373 · **NEW YORK:** *444 Madison Ave.* Plaza 5-4130 · **SAN FRANCISCO:** *111 Sutter* Sutter 4353 · **HOLLYWOOD:** *1512 N. Gordon* Gladstone 3949 · **ATLANTA:** *322 Palmer Bldg* Main 5667

BROADCASTING
and
Broadcast Advertising

Vol. 26, No. 4 WASHINGTON, D. C., JANUARY 24, 1944 $5.00 A YEAR—15c A COPY

Ryan Is Choice of NAB Nominating Group

Miller's Successor Before Board Feb. 2-3

By SOL TAISHOFF

JOHN HAROLD RYAN, Assistant Director of Censorship on leave as vice-president and general manager of Fort Industry Co., is the unanimous choice of the NAB Nominating Committee to succeed Neville Miller as NAB president when the latter's term expires July 1.

At the request of the committee, a special meeting of the NAB board has been called for Feb. 2-3 in Chicago. Since the only function of the committee of six—all members of the NAB board—is to bring in a nomination, it appeared obvious that the extraordinary meeting is for the primary purpose of considering the Ryan selection. A regular meeting of the NAB Board previously had been called for March 8 in Washington.

The presidency, under NAB bylaws, is filled by the board. The nominating committee was appointed by the board itself last July 30 after Mr. Miller had successfully resisted an effort to reorganize the trade association.

New York Meeting

No official word has come from either the committee or Mr. Ryan. The Nominating Committee met in New York Jan. 13 at which time it considered likely selections for the post, including possible reappointment of Mr. Miller. Don S. Elias, executive director of WWNC Asheville, committee chairman, at the committee's request, last Tuesday asked President Miller in Washington to call the special meeting of the board. He said simply that the committee was "ready to report" and had reached a "unanimous conclusion" and therefore desired the meeting.

Mr. Ryan also was noncommittal. The Toledo broadcast executive, who was drafted for the censorship post in December 1941 shortly after Pearl Harbor, met with the committee in New York on the evening of Jan. 13, having made a hasty trip from Washington.

JOHN HAROLD RYAN

Mr. Miller, first paid president of the NAB, was named in 1938 and will conclude a six-year tenure on July 1. His stewardship at times has been fraught with controversy. On three occasions—the last six months ago—efforts toward reorganization were launched through the board. At the board meeting July 30 a resolution was adopted authorizing appointment of the Nominating Committee "to present to the board its recommendations for presidency of the NAB . . . at the expiration of the incumbent's contract". The committee was authorized to report to the board at "its next regular meeting or a special meeting called for that purpose".

Members of the committee, in addition to Chairman Elias, are J. O. Maland, WHO Des Moines, John J. Gillin Jr., WOW Omaha, Paul W. Morency, WTIC Hartford; James D. Shouse, WLW Cincinnati and G. Richard Shafto, WIS Columbia.

Popular Figure

Mr. Ryan, one of the most popular figures in radio, has carried through the arduous work of "radio censor" since the creation of the wartime agency under the direction of Byron Price, executive editor of the Associated Press. Upon assuming the post Dec. 26, 1941, Mr. Ryan said he planned to remain in Washington as long as he was needed, looking to the time he would return to Toledo, headquarters of the Fort Industry Co. operations. Stations in the group are WSPD Toledo, WWVA Wheeling, WMMN Fairmont, W. Va., WLOK Lima, O., WHIZ Zanesville, O. and WAGA Atlanta. An application also is pending for acquisition of WFTL, Fort Lauderdale, Fla., by Fort Industry.

Lt. Comdr. George B. Storer, USNR, on active duty at the Chicago Naval District, is president of Fort Industry and principal owner. Mr. Ryan, his brother-in-law, holds a minority interest but for years prior to his call to Washington had directed operations of the stations from Toledo, his home.

New Type of Direction

The Ryan nomination would introduce a new aspect in NAB direction. A two-thirds vote of the board is required to name the president. Mr. Ryan had served two tenures on the board and had been chairman of a number of committees, including budget.

Since differences developed over Mr. Miller's incumbency in July 1942, conversation has centered around the type of a man who should logically head the trade association. Many broadcasters have urged an outstanding national figure. Others have advocated a practical broadcaster, familiar with industry operations and therefore able "from scratch" to talk shop, and who therefore would have an appreciation of both operating and legislative problems.

Mr. Ryan, it was pointed out, appears to meet these prerequisites. He has been a practical broad-

(*Continued on page 58*)

NAB 'Victory Conference' April 10-13

New York Chosen; FM, Video Get Attention

BARRING eleventh-hour changes dictated by war, the NAB will hold its 22d annual membership meeting and "Victory-War Conference" at the Waldorf-Astoria, New York City, April 10-13, under arrangements virtually completed last Friday.

Following approval of the New York site by the special NAB committee of board members, C. E. Arney Jr., secretary-treasurer and convention manager, said last week that commitments were practically final with the Waldorf. Like last year's meeting in Chicago, the 1944 sessions will carry a war theme, but this time with attention focussed upon post-war planning and new services, such as television, FM, and facsimile.

Post-War a Factor

The Convention Site Committee, headed by Ed Yocum, KGHL Billings, Mont., and the Convention Program Committee, of which Kolin Hager, WGY Schenectady, is chairman, met jointly in Chicago Jan. 14 and decided upon New York, provided hotel accommodations could be procured. Mr. Arney completed his tentative arrangements last Friday, with ample accommodations for a convention of 1,000 to 1,200 at the Waldorf and nearby hotels such as the Barclay, Belmont-Plaza and Ambassador.

New York was finally selected because of the interest in post-war developments. Television and FM demonstrations will be close at hand in the New York area, where those activities are largely centered. Speakers for roundtable discussions likewise will be readily available. It was expected mid-western and western broadcasters could arrange business trips to the East to coincide with the annual meeting.

The conference will run from Monday, April 10, through luncheon Thursday, April 13, under the preliminary plan. Monday will be given

(*Continued on page 59*)

First Newspaper Order Test Raises Question of Monopoly

KYCA Application for Transfer of Control to KTAR Is Ordered Set for Hearing by FCC

MISGIVINGS about the FCC action dismissing the newspaper divorcement proceedings developed last week with the disclosure that the Commission had designated for hearing the first newspaper case to arise since its Jan. 13 action establishing the newspaper ownership aspect as the main issue. By a split vote the Commission last Tuesday designated for hearing the application of KYCA Prescott, Ariz. to transfer control to KTAR Broadcasting Co., Phoenix.

In its notice of hearing, released last Friday, the FCC listed as one of the items:

"To determine whether or not approval of the proposed transfer would effect a concentration of control of media of mass communications in the State of Arizona, contrary to the public interest."

Would Hold 75%

Other items in the notice were largely pro forma. KTAR owns about half of KYCA. The transfer application involves acquisition of control of the Prescott station by Wesley W. Knorpp, publisher of the *Arizona Republic* and *Phoenix Gazette*. KTAR would acquire approximately 75% of KYCA under the transaction. An additional item of $6,500 would be involved.

The application has been pending for more than two years, and was one of those thrown in the "suspense" file under Orders 79 and 79A, newspaper divorcement orders which were dismissed by the Commission [BROADCASTING, Jan. 17]. Commissioner T. A. M. Craven dissented from the action.

It is understood KTAR has paid operating deficits of the station for some years, pending FCC action, to maintain the station's service in Prescott.

Senator MacFarland (D-Ariz.), a member of the Interstate Commerce Committee, during the hearings in November and early December on the White-Wheeler Bill (S-814) repeatedly asked of FCC witnesses when the KYCA case would be disposed of, in view of its long pendency. The substance of the information given him was that the matter would be handled as soo n as the Commission disposed of the newspaper ownership orders.

Coincident with the issuance of its action dismissing the newspaper proceedings, Jan. 13, the FCC promulgated a formal order closing the record. It made a part of the record a series of exhibits heretofore introduced but not admitted. The order stated that any party who had heretofore appeared in the proceeding on or before Feb. 1, 1944, could file a statement for inclusion in the record with respect to these exhibits.

Harold V. Hough, WBAP-KGKO

(*Continued on page 64*)

Emerson MBS Plans

EMERSON RADIO & Phonograph Corp., New York, which has been rumored to be interested in network institutional advertising for the past six months or so, appears to be set for a half-hour Sunday show on Mutual in the 5-5:30 p.m. period. William H. Weintraub & Co., New York, is agency in charge. New program is expected to be a dramatic show — *Green Valley — U. S. A.*, a serial formerlv heard on CBS as a sustainer. Starting date for the new series has been tentatively set for Feb. 13, and stations were in the process of being lined up.

Hoover Silenced by Presidential Order

FBI Head Refuses To Respond to Garey

PRESIDENT ROOSEVELT has ordered FBI Director J. Edgar Hoover not to answer certain questions relating to "internal security" before the House Select Committee to Investigate the FCC, Mr. Hoover told the Committee last Thursday when he appeared in response to a subpena.

In nearly three hours on the stand the man who has headed the FBI for 20 years declined to answer most of the questions propounded by Committee General Counsel Eugene L. Garey but through the introduction by Mr. Garey of correspondence between the FBI and FCC many bits of evidence indicating lack of cooperation by the FCC with the FBI were brought out.

To Appear Tuesday

Mr. Hoover will appear before the Committee at 10 a.m. Tuesday (Jan. 25) for further examination after Attorney General Biddle interprets the Presidential directive with reference to certain questions which the FBI chief declined to answer. Last week's hearing saw these developments:

1. The President on Sept. 6, 1939, issued a directive placing on the FBI the responsibility of conducting all sabotage and espionage investigations to "avoid confusion and irresponsibility". Under that directive the FBI in September 1940 requested that the FCC turn over to FBI files fingerprints of radio operators and communications employes taken by the Commission.

2. Despite a letter addressed to FCC Chairman James Lawrence Fly on Jan. 2, 1942, by the Attorney General asserting "the evidence is strong that messages have been surreptitiously transmitted to our enemies by radio" it was not until June 1942 that the first batch of fingerprints were delivered by the FCC to the FBI and it was not until March 1943 that all of the 214,000 had been transferred.

3. Fingerprints filed under the system adopted by the FCC made them of "negligible value" to the FBI. After the transfer, beginning more than six months after Pearl Harbor, the FBI had to classify them under the Henry system, used by the FBI, involving added delay in proper classification.

4. Assistant Solicitor General Hugh B. Cox, who represented the Attorney General and advised Mr. Hoover as to whether he could answer questions, agreed to consult the attorney general for an interpretation of the Executive Order.

5. Although the Committee did not press Mr. Hoover for replies when he declined to answer, Chairman Clarence F. Lea (D-Cal.) said the refusal to insist on answers was "not to be considered as a waiver by this Committee of its rights".

6. Mr. Hoover said he had a copy of the Executive Order forbidding him to testify but declined to present it to the Committee because it was addressed to Attorney General Francis Biddle.

7. Under direct questioning by Rep. Louis E. Miller (R-Mo.) the FBI chief said if he were permitted to talk he could "shed some light" on Pearl Harbor, alleged laxness of the FCC in cooperating with Naval Intelligence and the FBI and "some other questions" which he declined to answer.

Interest in last week's hearing was keen following rumors on Capitol Hill that Mr. Hoover had been ordered by the President not to testify. Mr. Garey opened the hearing with questions about Alfonse Lambiase who, the Committee records show, was dismissed by WCOP Boston following an alleged collaboration between the FCC and OWI. Mr. Hoover answered questions willingly until Mr. Garey read from a portion of a letter signed by the FBI chief and addressed to Rep. Richard B. Wigglesworth (R-Mass.), Committee memmer, with reference to the Lambiase case.

Explains Attitude

"May I say to Mr. Garey and to the Committee," said Mr. Hoover, "I was advised yesterday by Mr. (Ugo) Carusi, executive assistant to the Attorney General, that I would be asked certain questions this morning concerning fingerprint records, and concering certain matters relating to activities at Pearl Harbor, and concerning certain operations of the Bureau.

"While I do not, in any way, desire to interfere with the work of this Committee, the President has directed I should not testify to any matters or to any correspondence relating to internal security, and the Attorney General has construed questions of this kind as falling within that category, so I must decline to answer for that reason." From then on Mr. Hoover declined to answer many questions "for the reason previously stated".

Mr. Garey asked for a copy of the presidential order which Mr. Hoover testified he had with him. When Mr. Cox asked permission to consult with the Attorney General for a ruling on the request, Mr. Garey asked that the Assistant

(*Continued on page 57*)

SEVEN FOR ELEVEN might be the slogan for this group representing the sponsor, the agency and the station that has carried the *Simoniz Sunshine Serenade* program for eleven years. Gathered at a luncheon in Chicago recently celebrating the 11th anniversary of the program on WMAQ Chicago, are (l to r): George H. Hartman, agency contact; Judy Britton, member of NBC's transcription department; Paul McCluer, NBC central division sales manager, who was announcer for the company's first program; H. L. Nehrbass, vice-president and advertising manager of the Simoniz Co., Chicago; John Holtman, announcer and m.c. of the present show; Rudi Neubauer, NBC spot salesman who services the account; and Oliver Morton, national spot and local sales manager, NBC Chicago.

Industry Turns to New York FM Meeting

Post-War Plans of Newest Service Main Topic

Advance registrations to FMBI convention on page 32. . . . "Our Respects" sketch of Maj. Edwin H. Armstrong on page 38.

FM MAKES its debut to the broadcasting industry en masse, for post-war delivery, at the annual convention of FM Broadcasters Inc. in New York Wednesday and Thursday, with some 400 broadcasters, broadcast aspirants, agency observers and other interested parties duly registered.

Advance registrations last week exceeded 325, and the attendance was expected to increase, largely because of the Jan. 13 order of the FCC lifting the ban on newspaper acquisition of stations. All radio roads appear to lead to the Commodore Hotel, convention headquarters.

Many Applications

Walter J. Damm, FM pioneer, former NAB president, and president of FMBI, told **BROADCASTING** last Friday that recent developments offer great promise for FM's early emergence as the newest of radio's post-war services. Dr. Edwin H. Armstrong, whose inventions have made wide band FM possible, in a statement to **BROADCASTING**, predicted the "renaissance of radio" by virtue of FM development with broad social, economic and political gains.

Washington attorneys said they had been instructed to file applications for FM stations in a sudden revival of interest. A quick count indicated that 75 to 100 such applications are being processed, more of them in the interests of existing standard broadcasters but many for newspapers not in radio and other newcomers.

The list of new FM applicants last week was headed by the *New York Times*, not now in radio but several times reported in negotiation for acquisition of a New York outlet. There are now seven pending applications from newspapers in New York for FM stations, whereas no major English language newspaper in that city has radio station ownership or affiliation.

In hailing the enthusiastic response to the first national "come one — come all" FM convention, President Damm said he viewed the meeting with greater expectations of things to come than when the original plans for the meeting were made.

"It's my sincere hope," he said, "that the future will not find too many 'strays' who don't hear the 'call'."

Mr. Damm said the annual meeting will not be "just a trade association membership session". "The board of directors of FMBI, after watching the tremendous strides made by FM and analyzing the promises for its future development, decided that this meeting, like its regular meetings during 1943, should be opened as a forum and roundtable to everybody interested in this great new medium.

"The board's decision has been more than justified by the receipt, as of Jan. 21, of over 325 advance registrations and more than 30 new membership applications. Recent events — only hopes at the time the dates of the meeting were selected—serve to give further impetus to FM's progress."

"Particularly are we gratified at the decision of the FCC involving newspaper ownership of radio stations. The dismissal of Order 79 and 79A opens the way for filing of applications for construction of FM stations by newspapers with the full knowledge that such applications will be treated without discrimination.

"The NBC announcement of last week to the effect that it is making available to its clients the services of FM stations operated by NBC affiliates gives many stations the assurance of a program service which should be of great assistance in programming their new FM stations and building a listening audience."

Planning Board Aid

Mr. Damm stated further that the organization of the Radio Technical Planning Board, to work out proposed allocations for new services destined for postwar development, will have an important bearing on FM. The decision of RTPB, to "place FM problems near the top of its agenda is another point of advantage in the FM picture," he said.

One of the knottiest problems facing FM is that of sufficient frequencies to accommodate an adequate number of stations in the FM band in the larger metropolitan areas. The present FM band, extending from 42 to 50 mc accommodates 40 FM frequencies, with a maximum of 17 stations possible in the same metropolitan area. FMBI hopes to procure an adjacent portion of the spectrum now allotted to the first television band, for FM expansion. Television proponents, however, are resisting this move.

In the New York area alone, according to FCC records, the number of FM applications exceeds the available assignments, with the likelihood that other applications will be filed. Included in the New York area for allocation purposes are nearby New Jersey and Pennsylvania territories.

Heavy Registration

The interest manifest in the convention among others than broadcasters is indicated by the advance registration lists, as well as by inquiries to FM headquarters and others in the field. Practically all of the top advertising agencies in placement of radio business have registered. So have virtually all of the station representatives and radio receiving set manufacturers. Many of those registered are newspapers not now in radio.

Considerable interest appears to center about the roundtable panel scheduled for the Thursday session, to be participated in by Maj. Armstrong, Mr. Damm, FCC Chief Engineer and Commissioner-designate E. K. Jett, FCC Assistant Chief Engineer George Adair, Philip G. Loucks, Washington attorney and FM General Council; and John Shepard 3d, president of American Network, Inc., FM national network project. Approximately 100 questions covering every aspect of FM, present and prospective, have been submitted in advance.

Principal speaker at the session will be James Lawrence Fly, FCC Chairman, who addresses the luncheon meeting Wednesday. Other speakers include P. H. Pumphrey, Maxon Inc., on "What an Advertising Agency Found Out About FM"; Maj. Armstrong; Dr. W. R. G. Baker, vice-president, General Electric Co. and Chairman of RTPB; William D. Boutwell, of the U. S. Office of Education on "FM Plans Of The Office of Education".

The technical outlook for FM, both on receiver and transmitter production will be covered at the opening sessions by speakers representing practically all of the major companies in the manufacturing field.

Following the round table discussion Thursday, the convention will be restricted to FMBI members for the Annual Meeting and transaction of regular business.

Membership of FMBI has more than doubled since Pearl Harbor, totalling approximately 100 just prior to the meeting. Membership rules were modified by the FMBI Board at its last meeting, to accommodate FM applicants as well as licensees.

FMBI CONVENTION PROGRAM

COMMODORE HOTEL
NEW YORK
JAN. 26-27, 1944

Wednesday, Jan. 26

9:00 a.m.	Registration
9:00 a.m.	Directors' Meeting (FMBI suite)
10:00 a.m.	President's Report, Walter J. Damm
	Legislative Review, Philip Loucks
	Engineering Review, C. M. Jansky Jr.
	Receiver and Transmitter Manufacturers' future FM Plans
	General Electric Co., W. R. David, C. R. Barhydt
	Crosley Corp., R. C. Cosgrove
	RCA, Dr. C. B. Jolliffe
	Zenith Radio Corp., G. E. Gustafson
	Radio Engineering Labs, Charles Srebroff
	Stromberg-Carlson Co., Lee McCanne
	Freed Radio Corp., Arthur Freed
	Graybar Electric Co., F. R. Lack
	Committee Appointments
12:30 p.m.	Luncheon, Speaker, James Lawrence Fly, FCC Chairman
2:00 p.m.	FM—"What, How and Where," Maj. Edwin H. Armstrong
	FM and the RTPB, Dr. W. R. G. Baker
	"What an Advertising Agency Found Out About FM," P. H. Pumphrey, Maxon Inc.
	"FM Plans of the Office of Education," William D. Boutwell
5:00 p.m.	American Network Cocktail Party

Thursday, Jan. 27

10:00 a.m.	Roundtable Panel, Maj. Edwin H. Armstrong, C. M. Jansky Jr., E. K. Jett, George Adair, Philip Loucks, John Shepard 3d, Walter J. Damm
12:30 p.m.	Luncheon—(FMBI members only)
2:00 p.m.	Annual Meeting—(FMBI members only)
4:00 p.m.	Directors' Meeting

Armstrong Message

THIS is the message of Dr. Edwin H. Armstrong to the fifth annual convention of FMBI:

"Ten years ago a few of us knew that a technical revolution in broadcasting had taken place. Four years ago that realization spread through a part of the broadcast industry. Today, not only is the recognition general throughout the industry, but there has spread throughout the country the understanding that FM means not only technical improvement, but a renaissance of the broadcast structure. That men once attempted to deny the advent of FM has now been almost forgotten.

"It is hardly possible at present for anyone to forecast what all this will eventually mean in its economic, social and political aspects. But certain it is that the broadcasting and manufacturing industries now have at hand a vast post-war development which will furnish improvement and utilize manufacturing plant capacity on a scale never approached in pre-war days.

"It is the only development the radio art has that will do this for many years to come."

WHBQ to Mutual

WHBQ Memphis, on March 6 becomes a fulltime Mutual affiliate, bringing the total number of MBS stations to 219. WHBQ is operated by Broadcasting Station WHBQ Inc. with 1400 kc on 250 w.

Interest in Newscasts Soared in 1943

Past Year Was One of New Programs; Night Sponsorship Increases

By A. W. LEHMAN

Manager, Cooperative Analysis of Broadcasting (CAB)

ENTERING the year 1943 in the annals of radio broadcasting presents but little, if any, difficulty: it was the year of new programs, if not better ones. The course of network broadcasting in the past 12 months is summed up in the single fact that CAB records disclose a gain of 14% in the number of sponsored programs carried on the nighttime networks in December 1943 against the same month of 1942. Statistics of all kinds can be marshalled from CAB reports of program popularity to show an unprecedented rise in the use of radio as an advertising medium in 1943.

Listening, however, did not keep pace with the growth in the number of sponsored offerings. An index of sets-in-use, based on CAB investigations, reveals that nighttime listening in the last quarter of 1943 ran about 5% behind 1942. Daytime listening in the same quarter, however, was up by the rather narrow margin of 1%.

Competition Keener

In the absence of an equivalent increase in listening, the corollary of the increase in productions is, of course, a larger number of nighttime programs with lower CAB ratings. The comparison of December points up the validity of the corollary. There was a rise of 40% in the programs with CAB ratings of less than 10 in December 1943.

The swift assumption that 1943 has yielded a crop of radio lemons does not automatically apply. The sizable gain in low-ranking programs is partly a reflection of the more intense competition for the nighttime ear of the American radio audience and partly a result of the large number of newcomers to the networks.

Of the 137 rated programs in December 1943, those that were new to sponsored network broadcasting in the summer and fall of 1943 reached the record-setting total of 33. Previous CAB records do not indicate that a similar number of new offerings ever went on the air within the same range of time.

The broadcast year of 1943, therefore, must be appraised as a period in which sponsors and producers sought new radio talent and accepted as a due course the low ratings that are part and parcel of building radio audiences. The influx of new programs, unprecedented in broadcasting history, weighted the year's record with a larger than usual proportion of low-ranking shows.

The quality of the 1943 performances, nevertheless, stacks up very neatly with 1942 and, of course, outdoes 1941 and previous years. A comparison of programs with CAB ratings of better than 10 and less than 30, the mid-range, indicates little deterioration in 1943. The mid-range that signifies established and continuing audience acceptance contained 63 of the 137 network programs broadcast in December 1943. The 1942 record for the same month found 64 shows out of a total of 120 in the same range. What gives the edge to 1943, if anything does, is that 18 of its offerings rated over 20 and less than 30 while only 12 were reported in the same bracket in December 1942. A gain of 50% in the number of shows in the upper half of the mid-range is satisfactory evidence of the sustained quality of radio entertainment in 1943.

War Messages

The roster of superlative programs shows that eight rated 30 or over in December 1943 against nine in 1942. The measure of 1943, however, is best gauged by a standard that includes December 1941 when not a single program was tallied with a CAB rating over 40 and only five were scored at 30 or better. With 18 programs in the 20-30 bracket, December 1943, moreover, has a record that is amply better than an improvement of 100% over 1941. Only eight offerings were scored in that range in that month.

Where 1943 fell short of 1942 was in the delivery of war information to the American people. Neither President Roosevelt nor Prime Minister Churchill succeeded in 1943 in achieving an audience rating that rivalled or bettered accomplishments of 1942. The difference undoubtedly reflects the differing quality of interests and events in the two periods: 1942, with the outbreak of war a fresh and momentous inspiration, was a year of unexpected and unheralded developments; 1943, with a public inured to war, was a year of steady and expected flowering of American offensive might.

The President and the Prime Minister, nevertheless, were credited with audience ratings that outdistanced their pre-war records. The President's Lincoln Day address, in fact, was scored at 67 to compare favorably with several of his 1942 talks to the Nation. It could not measure up, however, to the rating of 83 that the President twice scored in the first three months of the war. The Presidential discussion of the coal strike on May 2, 1943 was rated at 60 for the second best mark of 1943. The Washington Day address was tallied at 48, while the international broadcast in which President Comacho of Mexico joined with President Roosevelt to speak to the people of both Nations on April 20, 1943 was scored at 47.

Prime Minister Churchill was twice rated by the CAB in 1943 and was credited with respective ratings of 35 and 37. The first was scored by his international broadcast on "The Post-War World", March 21, and the second rating was earned by his address to the U. S. Congress on May 19. The Prime Minister's highwater mark in 1942 was 41.

Special Events

American concern with its supply of food, a subject that demonstrated a remarkable growth in 1943, was borne out by the rating of 22.3 credited to the address of Herbert Hoover on January 21, 1943. The former President spoke on "Food Supplies for This War".

Another special event that achieved an exceptional rating from CAB was the address of Madame Chiang Kai-Shek from Madison Square Garden on March 2, 1943. It was scored at 15. The Hoover speech was carried on only one network, while the First Lady of China broadcast on two chains.

A series of weekly broadcasts by Elmer Davis, broadcast on three networks in the early months of 1943, was scored with ratings that ranged from 11.7 to a high of 17.3. An all-network broadcast of the War Bond Rally opening the Third War Loan drive on September 8, 1943 was recorded coincidentally with a rating of 40.2.

New Programs

While 1943 was the year of new programs, the development was not perceptible until the summer season was in full flow. It was the consistent characteristic of the year thereafter. The record of the last winter season of 1942-43 discloses, moreover, that four fewer programs were rated than in the previous winter period of 1941-42. But the pickup that came in the spring of 1943 eventually added 29 programs to the roster of shows that were rated by the CAB in the summer of 1943 in contrast with 1942.

Case histories of the rated programs of December 1943 reveal, in addition, that 33 of them were new nighttime offerings in 1943. As the rated programs of the month numbered 137, it is evident that 24% of them were first-year productions.

An examination of the freshman shows that were still going strong in December indicates that they ran the gamut of types with one exception. There was no new production offering classical and semi-classical music. But all the other types were represented.

Sponsors and producers exploited virtually every source to bring new talent to their 1943 network pro-

I—Monthly Ranking of the 10 Nighttime Leaders For Seven Winter Months—1943

	For the Period	*Oct.*	*Nov.*	*Dec.*	*Jan.*	*Feb.*	*March*	*April*
Fibber McGee & Molly	1	2	1	2	1	1	1	1
Bob Hope	2	1	4	4	2	2	3	2
Chase & Sanborn	3	4	3	1	4	3	2	3
Jack Benny	4	3	2	3	3	4	4	4
Lux Radio Theatre	5	7	5	6	5	5	5	5
Aldrich Family	6	5	6	9	7	6	7	7
Red Skelton	7	6	9	7	6	8	8	6
Kraft Music Hall (1 hr.)	8	8	7	5	*	*	*	*
Maxwell House Coffee Time	9	10	8	8	8	7	6	8
Kraft Music Hall (½ hr.)	10	†	†	†	12	12	10	10

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*Half-hour program during this period.
†One hour program during this period.

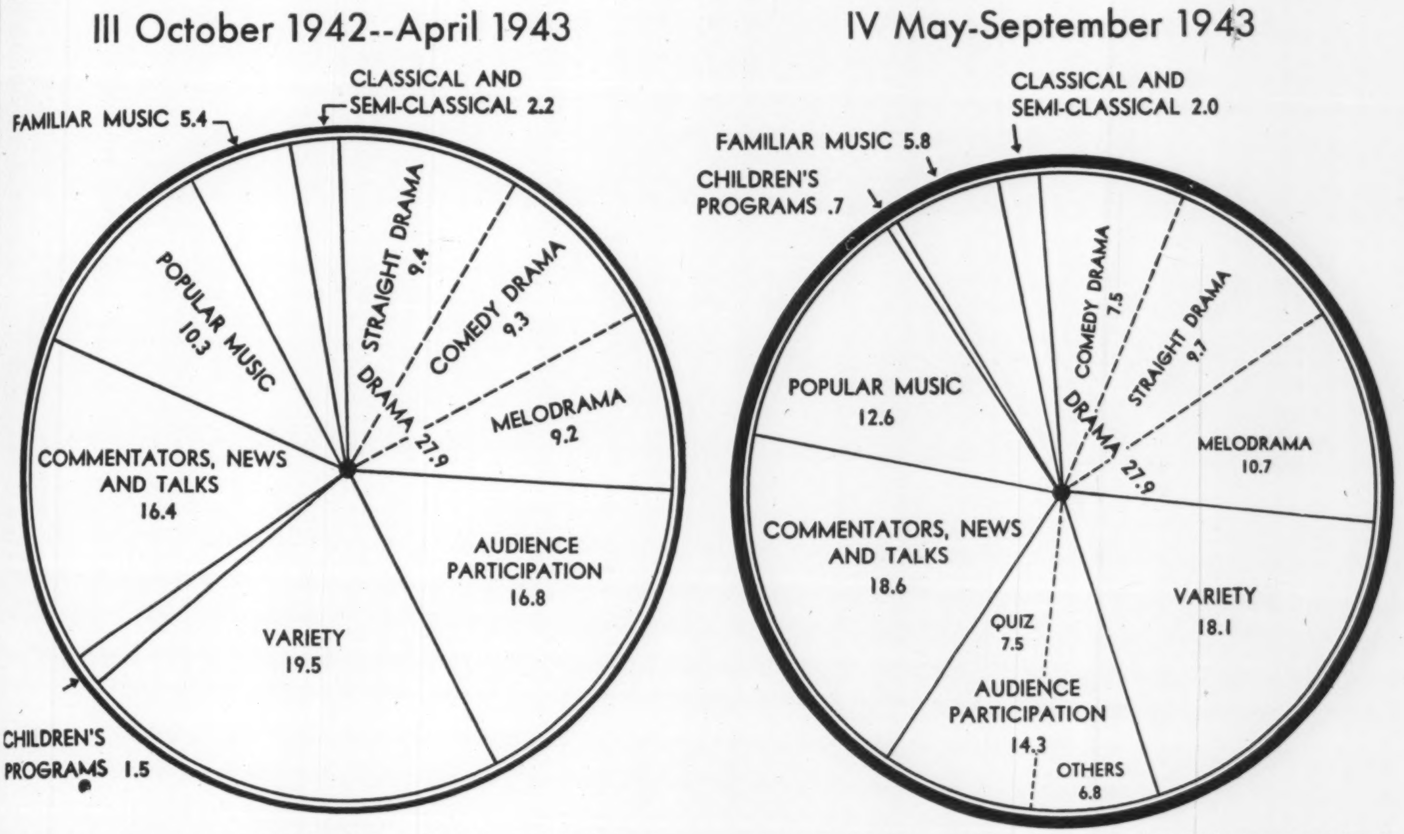
II—Monthly Ranking of the 10 Nighttime Leaders For Five Summer Months—1943

	For the Period	*May*	*June*	*July*	*Aug.*	*Sept.*
Lux Radio Theatre	1	1	1	NB	NB	1
Aldrich Family	2	2	3	NB	NB	2
Mr. District Attorney	3	3	2	4	3	7
Kay Kyser	4	5	4	1	2	9
Kraft Music Hall	5	6	7	5	3	3
Your Hit Parade	6	10	9	2	1	5
Sealtest Village Store	7	4	8	7	3	4
Screen Guild Players	8	8	5	6	8	6
The Great Gildersleeve	9	9	12	NB	NB	10
Jergen's Journal—Winchell	10	7	6	2	SUB	8

NB—Not broadcast. Only programs broadcast three or more months out of the five summer months were used for the purpose of this analysis.
SUB—Substitute program entitled *Three Thirds of the News.*

DIVISION OF COMMERCIAL NETWORK TIME BY PROGRAM TYPES

Evening Programs



NOTE:—Each program type has been allotted the number of hours which all programs in that type represent. The chart is based on the table of program types. 15-minute programs broadcast 5 times a week have been considered as 1¼ hours per week for the number of weeks investigated, 15-minute programs 3 times a week ¾ hour, etc.

ductions. Entertainers with established reputations in other fields than radio were imported to the studios. Among them were Groucho Marx and Jimmy Durante, whose stage and screen careers as comedians had given their names household currency throughout the nation. Both had previously appeared with more or less frequency as radio guest stars, but not until 1943 had they assumed the responsibility of carrying featured radio programs.

Grand Ole Opry, another variety program, demonstrated the feasibility of broadening a sectionalized reputation. The program has behind it many seasons of popularity in the southern central and coast states. Its audience was widened in October 1943 when it went on a coast-to-coast hookup. Network sustaining programs, another source of talent, contributed *Suspense*, a melodrama.

Another household name that became a fresh figure in radio was Leon Henderson, whose career at the head of OPA was as colorful as it was stimulating. He undertook the vocation of a news commentator in August. The recruiting of Leon Henderson, however, was only incidental to the phenomenal growth in news programs in 1943. In the summer season alone there were 26 sponsored nighttime news broadcasts in comparison with 17 in 1942.

Music, both familiar and popular in type, was generously represented among the newcomers by such programs as *Dubonnet Date*, *Keepsakes*, *Here's To Romance*, *Salute To Youth*, and *To Your Good Health*. *Blind Date* and *Correction Please* were brand new audience participation productions, while the addition of Hildegarde to *Beat the Band* qualified it to rank among the new entries.

New dramatic productions brought listeners a wide range of selection, ranging from dramatized war stories in the *The Man Behind the Gun* to another revival of the classic *Sherlock Holmes*. *Mr. and Mrs. North* qualified as comedy drama, while the *Coronet Little Show* followed the fashion of *Radio Reader's Digest*. *Mystery Theatre* was an out-and-out thriller with such period pieces as the *Murders in the Rue Morgue* providing the substance. Dramatic productions, all types included, accounted for more new shows among the December offerings than any other distinguishable type of radio program.

V—Distribution of Sponsored Network Nighttime Programs According to Ratings—December

Rating (% of Set Owners)	1943 No. of Programs	1943 % of Total	1942 No. of Programs	1942 % of Total
40% and over	2	1.5	4	3.3
35.0-39.9	2	1.5	0	0
30.0-34.9	4	2.9	5	4.2
25.0-29.9	7	5.1	4	3.3
20.0-24.9	11	8.0	8	6.7
15.0-19.9	15	10.9	15	12.5
10.0-14.9	30	21.9	37	30.8
5.0- 9.9	40	29.2	30	25.0
0.0- 4.9	26	19.0	17	14.2
	137	100.0	120	100.0

News and Comment

Despite the December record of the new dramatic shows, the type of program that displayed the greatest activity in 1943 was that embracing commentators, news and talks. The growing importance of network news programs—whether straight or inflated with comment—was demonstrated early in the year when Elmer Davis, chief of the Office of War Information, made weekly trips to the microphones to report to the nation over three networks.

Commercial advertisers likewise sensed the enriched interest in news programs and their consequent enlarged value as a vehicle for advertising messages. The CAB comprehensive report of the summer of 1943 reveals that news programs ranked second in the use of purchased nighttime network time. Exactly 18.6% of the purchased time was consumed in broadcasting news programs, and only the dramatic productions—44 shows in all—required more time. Variety shows fell to third place when they could account for only 18.1% of the commercial time.

In the previous summer season of 1942, news and comment pro-

(*Continued on page 20*)

Young & Rubicam Tops Billing On CBS, Erwin, Wasey on MBS

YOUNG & RUBICAM tops all agencies in placement of time on CBS during 1943, an analysis of the network's billings for the year reveals. The agency's placements totaled $6,435,374 for the year. J. Walter Thompson Co. ranked second with $4,971,841. Blackett-Sample-Hummert ranked a close third with $4,968,438 for the year. Ruthrauff & Ryan placed $4,882,444 in time on CBS for the year.

Others in the first 10 agencies placing CBS time were Compton Adv., $3,009,680; Biow Co., $2,283,876; William Esty & Co., $2,262,210; Foote, Cone & Belding, $2,191,153; Arthur Meyerhoff & Co., $2,027,945; Benton & Bowles, $1,908,002.

Mutual Billings

Erwin, Wasey & Co. topped the agencies placing time on Mutual network with $2,128,630. In second place was R. H. Alber Co., whose billings were $1,566,130. Ivey & Ellington was third with $1,076,100. In fourth place was William Esty & Co., $997,167; fifth, Kenyon & Eckhardt, $798,329; sixth, Hixson-O'Donnell Adv., $672,061; seventh, G. C. Hoskin Associates, $474,786; eighth, Ruthrauff & Ryan, $457,662; ninth, Aircasters Inc., $442,754; tenth, J. Walter Thompson Co., $439,352.

Among sponsors, General Foods topped the placements on CBS last year with $4,868,710. Not far behind was Lever Brothers Co., $4,524,100; Proctor & Gamble Co., third, $3,866,722. Others in the first ten CBS sponsors were American Home Products Corp., $2,839,573; William Wrigley Jr Co., $2,657,483; R. J. Reynolds Tobacco Co., $2,262,210; Sterling Products, $2,141,801; Campbell Soup Co., $1,540,680; Liggett & Myers Tobacco Co., $1,528,780; Philip Morris & Co., $1,388,259.

Top Mutual network sponsor was Gospel Broadcasting Assn., placing $1,566,130 on the hookup in 1943. In second place was R. B. Semler Inc., $919,440, followed by Kellogg Co. in third place with $798,329.

CBS 1943 BILLINGS BY AGENCIES, SPONSORS

* Handled by More Than One Agency.

N. W. AYER & SON, INC.		
Electric Companies Advertising Program	$ 345,357	
United Airlines Transport Corp.	8,424	
		$ 353,781
TED BATES, INC.		
Colgate-Palmolive-Peet Co.—Shave Cream	569,685	
Continental Baking Co.	705.421	
		1,275,106
BATTEN, BARTON, DURSTINE & OSBORN, INC.		
Armstrong Cork Co.	387.528	
Cream of Wheat Corp.	86,596	
B. F. Goodrich Co.	784.298	
Lever Bros. Co.—Vimms	88.974	
Reader's Digest Assn., Inc.	6,248	
Servel, Inc.	227,660	
E. R. Squibb & Sons *	204,419	
		1,785,723
BEESON, FALLER, REICHERT, INC.		
Aro Equipment Corp.	7,369	
		7,369
BENTON & BOWLES, INC.		
General Foods Corp.—Post 40% Br. Flakes	421.234	
General Foods Corp.—Post Ten	20,330	
General Foods Corp.—Post Toasties	777,980	
General Foods Corp.—Sanka *	113.761	
Prudential Insurance Co. of America	574,697	
		1,908,002
THE BIOW CO., INC.		
Eversharp, Inc.	752,695	
Philip Morris & Co., Ltd.	1,388.259	
Lady Esther Co. *	90,503	
Roma Wine Co. *	52,410	
		2,283,867
BLACKETT-SAMPLE-HUMMERT		
American Home Products Corp.—Anacin	1,421,409	
American Home Products Corp.—Benefax	177,400	
American Home Products Corp.—Bisodol	474,978	
American Home Products Corp.—Kolynos	765.786	
Procter & Gamble Co.—Oxydol	548.312	
Sterling Products, Inc.—Bayer Aspirin	746.204	
Sterling Products, Inc.—Dr. Lyons	312.130	
Sterling Products, Inc.—Mulsified Shampoo	119.671	
Sterling Products, Inc.—Phillips Dental	294,029	
Sterling Products, Inc.—Phillips Tablets	108.519	
		4,968,438
W. EARL BOTHWELL ADVERTISING AGENCY		
P. Duff & Sons, Inc.	9,477	
		9,477
BRISACHER, DAVIS & STAFF		
Peter Paul, Inc.	37,209	
		37,209
BROOKS ADVERTISING AGENCY		
Bekins Van & Storage Co.	31,871	
		31,871
FRANKLIN BRUCK ADV. CORP.		
Manhattan Soap Co.	49,612	
		49,612
BUCHANAN & CO., INC.		
Soil-Off Mfg. Co.	54.558	
The Texas Co.*	775,372	
		829,930

(*Continued on page 22*)

MBS Billings by Clients

Gospel Broadcasting Assn.	$ 1,566,130.83
R. B. Semler Inc.	919,440.15
Kellogg Co.	798,329.80
Pharmaco Inc.	677,132.92
Bayuk Cigars	670,230.82
Zonite Products Corp.	583,557.40
Sinclair Refining Co.	516,599.62
Barbasol Co.	494,510.92
Lutheran Laymen's League	477,729.91
Voice of Prophecy	474,786.30
General Cigar Co.	439,352.41
Gillette Safety Razor Co.	416,697.10
Anacin Co.	409,663.76
Young People's Church of the Air	395,420.32
American Cigarette & Cigar Co.	388,462.00
Lehn & Fink Products Co.	341,494.20
Lumbermens Mutual Casualty Co.	279,395.69
Detroit Bible Class (Radio Bible Class)	270,370.26
Campana Sales Co.	185,890.00
Petri Wine Co.	184,031.40
Wesley Radio League	172,384.70
Schenley Import Corp.	167,116.01
Richfield Oil Corp. of N. Y.	155,461.41
Benson & Hedges	137,942.49
Duffy-Mott Co.	132,745.38
Metro-Goldwyn-Mayer	123,660.00
Chef Boy-Ar-Dee Quality Foods	112,780.87
Employers' Group Insurance Companies of Boston, Mass.	100,674.76
Conti Products Corp.	93,081.50
Grove Laboratories	91,734.00
Serutan Co.	72,885.30
Delaware, Lackawanna & Western Coal Co.	65,236.44
Land O'Lakes Creameries	60,716.40
Frank H. Lee Co.	54,864.00
W. L. Douglas Shoe Co.	54.441.59
Loyal Order of Moose	49.366.40
Harvel Watch Co.	43.557.00
Wilson Sporting Goods Co.	42.651.32
Maryland Pharmaceutical Co.	40.755.00
Consolidated Razor Blade Co.	38,910.00
Clark Brothers Chewing Gum Co.	32,140.24
Coronet Magazine	30.792.27
Gotham Hosiery Co.	30.629.00
Lewis-Howe Co.	28.560.00
Sherwood Brothers	24,128.00
National Small Business Men's Assn.	23.020.00
People's Church	10.449.04
Whitehall Pharmacal Co.	8.764.00
American Bird Products	7,954.69
Studebaker Corp. of America (Pacific Division)	5,880.00
Jones & Laughlin Steel Corp.	4.011.75
Garrett & Co.,	3,963.99
Wright's Automatic Machinery Co.	3,736.60
McElroy Mfg. Corp.	2.800.50
Hoover Co.	2.730.00
Curtiss-Wright Corp.	2.293.33
Bridgeport Brass Co.	2.164.50
Hercules Motors Corp.	1,534.50
Western Conference of Teamsters	1,092.00
Converse Rubber Co.	966.00
Total	$12,527,800.79
Locally Sponsored	1,313,807.21
Total for Year	$13,841,608.00

Bloch Buys Penn

BLOCH BROS. TOBACCO Co., Wheeling, has purchased all outstanding common stock of Penn Tobacco Co., Wilkes-Barre, Pa., although Penn will continue to operate as an independent business with Jesse A. Bloch as chairman of the board. T. F. Flanagan, president of Penn, will become a member of the board of Bloch Bros.

Bucilla Yarn Spots

BERNARD ULLMAN Co., New York, is entering radio for the first time with a campaign of participations on behalf of Bucilla yarns. Schedule has already started on WENR KPO WXYZ WEAF WHK WTAM and will expand to a dozen or more additional stations at a later date. Firm is using women's interest programs. Agency is Grey Adv., New York.

December Is Best Net Billing Month

February Poorest for Gross Receipts, Figures Show

CROSS billings of Columbia network in 1943 were $57,951,744, according to figures gathered by the network's research department. Best month of the year was December, when billings totaled $57,951,744. Lowest month was February with $3,790,165.

Gross billings of Mutual network in 1943 were $13,841,608, with December's $1,603,402 topping the list. Lowest month was February, $826,085.

CBS billings by months follow:

January	$ 4,194,882
February	3,790,165
March	4,457,068
April	4,591,992
May	4,880,037
June	4,870,744
July	4,901,974
August	4,863,104
September	4,932,711
October	5,481,098
November	5,356,596
December	5,631,373
Total	$57,951,744

Mutual's billings by months follow:

January	$ 992,104
February	826,085
March	941,533
April	961,918
May	1,080,797
June	1,100,481
July	1,088,809
August	1,205,240
September	1,153,510
October	1,407,787
November	1,479,942
December	1,603,402
Grand Total	$13,841,608

MBS Billings by Agencies

Erwin, Wasey & Co.	$ 2,128,630.85
R. H. Alber Co.	1,566,130.83
Ivey & Ellington	1,076,100.18
William Esty & Co.	997,167.12
Kenyon & Eckhardt	798,329.80
Hixson-O'Donnell Adv.	672,061.03
G. C. Hoskin Associates	474,786.30
Ruthrauff & Ryan	457,662.43
Aircasters Inc.	442,754.96
J. Walter Thompson Co.	439,352.41
Blackett-Sample-Hummert	418,427.76
Maxon Inc.	416,697.10
Gotham Adv. Co.	317,475.32
Leo Burnett Co.	282,125.69
William H. Weintraub & Co.	167,116.01
Kelly, Zahrndt & Kelly	160,254.59
Bermingham, Castleman & Pierce	147,945.50
Al Paul Lefton Co.	132,745.38
Donahue & Coe	123,660.00
Wallace-Ferry-Hanly Co.	118,933.60
Duane Jones Co.	113,067.91
McJunkin Adv. Co.	112,780.87
H. B. Humphrey Co.	100,674.76
Russel M. Seeds Co.	91,734.00
Raymond Spector Co.	72,885.30
Aubrey, Moore & Wallace	66,956.40
Campbell-Mithun	60,716.40
Harold Cabot & Co.	54,441.59
Schwimmer & Scott	53,812.27
Young & Rubicam	52,909.02
L. W. Ramsey Co.	49,366.40
A. W. Lewin Co.	43,557.00
U. S. Advertising Corp.	42,651.32
Joseph Katz Co.	40,755.00
Grey Advertising Agency	38,910.00
Roche, Williams & Cunnyngham	34,440.00
Walker & Downing	32,140.24
Sterling Adv. Agency	30,629.00
Arthur Kudner Inc	24,874.58
Van Sant, Dugdale & Co.	24,128.00
Clements Co.	21,460.00
Weston-Barnett	7,954.69
Calkins & Holden	4,011.75
Harvey-Massengale Co.	3,736.60
Landsheft Inc.	2,293.33
Clarence Juneau Agencies	1,092.00
Bresnick & Solomont	966.00
DIRECT	6,499.50
LOCAL COOPERATIVES	1,313,807.21
YEAR TOTAL 1943	$13,841,608.00

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ising

The Forgotten AUDIENCE!

We found it for you! A bonus audience. The Baltimore war-worker population who want daylight radio after midnight! We've got it all wrapped up in a package called "The Night Owl Club." Prizes, contests, fast, brisk showmanship, music and news. It's not just a "platter" show. And that makes the difference. They're joining the club by the hundreds every day. Get the facts . . . and get sales at lowest-cost-per-dollar. Write today for choice availabilities! You'll be glad you did!

W-I-T-H

THE PEOPLE'S VOICE IN BALTIMORE

Tom Tinsley, *President*

Represented Nationally by Headley-Reed

Television Broadcasters Assn. Formed By Engineers at Convention in Chicago

FORMATION of the Television Broadcasters Assn., Inc., proposed and operated by the Society of Television Enginers, followed meetings held last wek at the Palmer House, Chicago, Jan. 17-18. Over a score of STE members, from all parts of the country, attended the sessions.

Principles and an organization code under which the group will operate were decided upon. An organization committee, to complete steps toward electing a board of directors at the next meeting, was selected, composed of the following: Chairman, Allen B. DuMont, president DuMont Laboratories, Passaic, N. J.; F. J. Bingley, Philco Radio & Television Corp., Philadelphia; Robert L. Gibson, General Electric Co.; O. B. Hanson, vice-president, NBC, N. Y.; E. A. Hayes, Hughes Productions, Holywod; C. W. Mason, Earle C. Anthony Inc., Los Angeles; Worthington Minor, CBS, N. Y; Paul Raibourn president, Television Productions Inc., N. Y.; and Lewis Allen Weiss, Don Lee Broadcasting System, Los Angeles.

Need Explained

Necessity for the organization was explained by the members as stemming from prospects for the immediate development of "large scale television activity after the war."

Mr. Du Mont said the association plans "aggressive action to obtain for television allocations of radio channels in keeping with the possibilities of television as a future public service.

Two classes of membership have been arranged for: active voting members, open to "all organizations operating a commercial or experimental television broadcasting station, who have a construction permit therefor, or who have an active application therefor with the FCC"; and affiliate non-voting memberships, for "all others interested in radio."

Among those in attendance at the meeting, besides the organizaiton committee named, were: P. G. Caldwell, Society of Television Engineers, Los Angeles; Howard C. Luttgens, chief engineer, NBC central division; George Lang, chief engineer, WGN Chicago; J. D. McLean, General Electric, Schenectady; Harry R. Lubcke, Don Lee Broadcasting System, Los Angeles; G. M. Lewander, N. W. Ayer & Sons, N. Y.; J. R. Poppele, WOR New York; R. M. Daugherty, International Detrola Corp., Detroit; A. H. Brolly, Balaban & Katz, Chicago; R. S. Peare, General Electric Co., Schenectady; C. L. Foster, KMBC Kansas City; Walter J. Damm, WTMJ Milwaukee; Paul R. Bartlett, KFRE Fresno, Cal.; Richard H. Hooper, RCA Chicago; John M. Baldwin, KDYL Salt Lake City; John Gibbs, Detrola Corp., Detroit; G. L. Taylor, Midland Broadcasting Co., Kansas City; and Thompson L. Guernsey, General Television Corp., Boston. Klaus Landsberg, president of STE and director of Television Productions Inc., Los Angeles, which owns and operates W6XYZ Hollywood, a guiding figure in formative plans for Television Broadcasters Assn., was unable to attend the meeting.

Incorporation of the TBA is expected to take place soon in Delaware, after a New York meeting of the group next month.

STATE DEPT. POST GOES TO deWOLF

REORGANIZATION of the State Department last week effected a personnel change in the Telecommunications Division, with Frances Colt deWolf named new chief of the division succeeding Thomas Burke, who resigned Jan. 1. Long associated with communications field, Mr. deWolf served as a representative at the fifth meeting of the International Telegraph Consulting Committee in 1936 at Warsaw; was delegate in 1938 to the International Radio Conference at Cairo; and represented the U. S. at the North American Regional Radio Engineering meeting held in Washington in 1941.

Under the reorganization, Assistant Secretary of State Adolf A. Berle Jr. has been named Assistant Secretary in charge of Transportation & Communications, replacing Assistant Secretary of State Breckinridge Long, who has been placed in charge of Congressional relations. Mr. Berle will succeed Mr. Long as member of the Board of War Communications.

The work of the Telecommunications Division will remain the same as in the past, but closer coordination with other departments is expected to result.

Hubbell Robinson Now Vice-President of Y & R

HUBBELL ROBINSON, Jr., associate director of radio of Young & Rubicam, New York has been appointed a vice-president of the agency. He has been with Y & R since 1928. When the agency formed a radio department in 1929, he joined it and organized a station relations department, later going into production work. He headed Y & R's production until 1938, when he reorganized the talent department and took complete charge of its activities.

In January, 1943, he was made associate director of the radio department, a post he continues to hold. A graduate of Brown U., Mr. Robinson wrote for the old N. Y. *World* and on Schenectady and Albany newspapers. He wrote stage reviews for *Exhibitor's Herald* until joining Y & R.

AFM Board Session

INTERNATIONAL Executive Board of the American Federation of Musicians will hold its annual mid-winter meeting in Chicago the week of Feb. 6. Decision to meet in Chicago instead of Miami where these sessions are usually held, was based on the union's desire not to add to unnecessary travel and to have the meeting in a central location, it was explained at AFM national headquarters last week.

CBS Names Lodge, Grossman to Posts

Cohan, Engineering Director, Resigns After Long Service

EDWIN KING COHAN, CBS director of general engineering for the past 10 years, resigned Jan. 15. He has not revealed his future plans, but is expected to make an announcement shortly.

William B Lodge, who supervised the department during Mr. Cohan's recent leave of absence, will take charge of the network's general engineering design and developmental activities, returning to CBS after 18 months service as associate director of the Airborne Instruments Laboratory of Columbia, U. S. Division of War Research. He had previously been with the network since 1931.

Mr. Cohan

Henry Grossman, network operations engineer, will have charge of engineering operations for CBS and in this capacity as well as that of chief engineer of WABC, network O&O station in New York, he will report directly to James M. Seward, CBS director of operations. Reporting to Mr. Grossman are R. G. Thompson, James Beloungy and Al H. Bowman, operations engineers for the network's eastern, central and western divisions, respectively.

Beginning his radio career at 14 as a ham operator, at 17 Ed Cohan turned professional with a summer vacation job with the Panama Canal Commission. During World War I he served in the Naval radio laboratories and after co-designing a high-fidelity audio-amplifier kit and traveling the country demonstrating it to dealers, entered broadcasting in 1926 as an engineer with WOR New York as technical supervisor for programs of CBS for which WOR was then New York key station. After building and equipping studios for Judson Radio Program Corp., Mr. Cohan rejoined CBS in 1930 as chief engineer and technical supervisor. In 1934, when the CBS general engineering department was formed, he was appointed director, holding that position until his resignation.

Pete Nelson Is Appointed Westinghouse Manager Of Shortwave, Television

AFTER more than two years with the OWI Overseas Branch, F. P. (Pete) Nelson returned to Westinghouse Radio Stations Inc. last Thursday to undertake new duties as Manager of Television and Shortwave Activities, it was announced by Lee B. Wailes, General Manager. Mr. Nelson will be stationed in Philadelphia to direct a department which has expanded as a result of television panning and development now in progress.

Mr. Nelson

Mr. Nelson joined OWI in August 1941. As Assistant Chief of the Bureau of Communications Facilities, he installed shortwave facilities for OWI in New York and later in San Francisco his headquarters until recently. Prior to entering Government service, he directed Westinghouse shortwave activities at Pittsburgh and Boston.

Leslie G. Hewitt, formerly chief engineer of the OWI San Francisco Division, has been named acting chief of the Bureau of Communication Facilities in charge of the San Francisco office to replace Mr. Nelson.

ATS Meets at FMBI

AMERICAN Television Society has arranged for a special general meeting on Jan. 25, timed to tie in with the FMBI sessions Jan. 26-27 and the IRE meetings the 28th and 29th. Paul Raiborn, president, Television Productions Inc. and in charge of television for Paramount Pictures, will speak on "The Future of Television" and Norman D. Waters, ATS president, will discuss "Television—The Ugly Duckling." Meeting, to be held at the Capitol Hotel, New York, at 8:45 p. m., Jan. 25, will be open to everyone interested in television.

Video Lunch Group

INFORMAL luncheon discussions of television by a small group of New York writers in the field have led to the formation of the Television Press Club as an "unsponsored monthly luncheon group, all members of the television press." First meeting will be held Jan. 25, when a report on last week's Television Broadcasters Assn. meeting in Chicago and a preview of this week's RPTB session at the IRE convention will be the major topics of discussion.

Engineer's Meeting

ENGINEERING representatives of 20 MBS members stations will convene at the network's New York headquarters Jan. 27 for a discussion on Mutual's Technical organization, operations, service and equipment, as well as of the common wartime problems of manpower and equipment shortages, etc. Meeting, first of its kind to be held by MBS, was set for Thursday because most of the engineers will want to attend the IRE winter technical meeting in New York on Friday and Saturday.

national network originations make WXYZ a great station!

The Lone Ranger

Longest-running network evening dramatic show—entering its 12th year on the air—"The Lone Ranger" is produced at WXYZ in Detroit for the Blue and Don Lee chains.

Wheeler to Conduct Public Hearing on Jett Nomination

Qualifications and Politics of FCC Chief Engineer Subject of Debate in Senate Committee

PUBLIC HEARING on the qualifications and politics of E. K. Jett, FCC chief engineer who was nominated Jan. 12 [BROADCASTING, Jan. 17] by President Roosevelt to fill the vacancy on the Commission which has existed since Commissioner George H. Payne's term expired last June 30, will be conducted by the Senate Interstate Commerce Committee.

Sen. Burton K. Wheeler (D-Mont.), Committee chairman, said last week that the hearing date would be set probably sometime this week. Republican Senators who met informally last Thursday asked the Committee to delay the hearing until the party could ascertain Mr. Jett's political faith.

Never Voted

"We'll have a public hearing and if anybody has any objections to Mr. Jett's nomination we'll hear them," said Chairman Wheeler.

A move to discredit Mr. Jett as a Republican was made in Congress after it was reported that the chief engineer had not voted in any political campaign. He has been a Navy man or Government official since he was 18.

Sen. Wallace H. White Jr., acting minority leader and member of the Committee, said that some Republican Senators questioned Mr. Jett's politics. Sen. Styles Bridges (R-N.H.) wrote the acting minority leader soon after the nomination to protest his appointment as a Republican. Sen. Edward H. Moore (R-Okla.) previously had announced he would ask for a public hearing into Mr. Jett's political faith and qualifications.

Sen. Chan Gurney ((R-S.D.), member of the Committee and himself a former broadcaster, said he had written Chairman Wheeler asking for a hearing to determine "whether Mr. Jett's nomination as a Republican is justified."

Sen. Charles W. Tobey (R-N.H.), also a Committee member, said: "As far as I can see there is no violation. The law provides that not more than four Commissioners of any political faith may be appointed. The Commission has four Democrats and two Republicans and I understand Mr. Jett has been appointed as a Republican."

Sec. 4, paragraph (b) of the Federal Communications Act of 1934 provides: "Not more than four Commissioners shall be members of the same political party."

Despite the question raised in the Senate over Mr. Jett's political faith, broadcasters generally were of the opinion that the chief engineer, by virtue of his wide experience, is well qualified to serve as Commissioner. General sentiment among Committee members last week was that the public hearing would emphasize Mr. Jett's qualifications as an outstanding communications engineer.

House to Ask 75% Reduction From FCC's Budget for Year

By BILL BAILEY

A SLASH of some $6,000,000 from the FCC budget request for $8,371,700 will be demanded in the House, it was learned last Friday following the appearance of Commission Chairman James Lawrence Fly before the Independent Offices subcommittee of the House Appropriations Committee.

Although sessions were closed and the subcommittee will not make public its recommendations until Thursday (Jan. 27) it was reported that Chairman Fly was subjected to intensive grilling with particular reference to activities of the Radio Intelligence Division and the Foreign Broadcast Intelligence Service. Resentment over disclosures in both Houses of Congress that the Army and Navy had protested to President Roosevelt over military radio intelligence activities of the FCC, but that the Chief Executive had refused to disturb the setup, is understood to have played a leading part in the effort to confine the FCC to normal work.

In the 1945 fiscal year request for the FCC the President asked Congress to appropriate $6,146,000 for "national defense" work of the RID and FBIS, whereas the normal operating estimate was placed at $2,209,000, an increase of $209,000 over the current fiscal year appropriation. It was learned that some committee members will demand that the normal appropriation be cut to $2,000,000 and that virtually all of the $6,146,000 requested for "national defense" be cut.

It was understood that copies of testimony given before the House Select Committee to Investigate the FCC were made available to members of the Independent Offices subcommittee. That included statements by FCC representatives that a considerable portion of a half-million-dollar supplemental appropriation granted by Congress for the employment of new personnel was used for salary increases in the FBIS.

Brown Heads KFRU

FOSTER H. BROWN has been named manager of KFRU Columbia, Mo., according to an announcement by the Star-Times Pub. Co., owners and operators of KFRU and KXOK St. Louis. Mr. Brown joined the KFRU staff in 1936 and before his new appointment was program director and assistant manager in charge of sales.

WFMJ Names Wood

PHIL WOOD has been named business manager of WFMJ Youngstown, O., following entrance of Leonard E. Nasman into the Navy. Mr. Nasman had been with WMFJ since it started in 1939, having been a salesman on the *Youngstown Vindicator*.

Smith Leaves

NEAL A. SMITH has resigned his position as station manager of WCOL Columbus. He had held the post since 1938. His future plans will be told at a later date.

JOHN W. LOVETON has dissolved the New York advertising agency bearing his name, and has joined Geyer, Cornell & Newell, New York, as radio executive.

PUBLICITY SESSION AT NAB CONVENTION

FOLLOWING up its "grass roots" policy of starting operations at the individual stations, the NAB Public Relations Committee, meeting last Thursday and Friday at the Roosevelt Hotel, New York, decided to schedule public relations sessions at the forthcoming NAB district meetings.

Willard Egolf, assistant to the NAB president, will discuss the general station public relations.

Committee discussed its participation in the NAB convention in April, laying plans for a number of special public relations sessions during the convention. The second day was entirely devoted to NAB's Listener Activities Division, beginning with a report of Dorothy Lewis, coordinator of listener activity, followed by discussion.

Committee Chairman Edgar L. Bill, WMBD Peoria, presided at the two-day meeting, which was also attended by Craig Lawrence, KSO Des Moines; Kern Tips, KPRC Houston; John F. Patt, WGAR Cleveland; Leslie Joy, KYW Philadelphia; Edgar H. Twamley, WBEN Buffalo; Frank Stanton, CBS; Sheldon Hickox, representing Frank M. Russell, NBC; Mrs. Lewis, Messrs. Miller and Egolf, NAB.

New York Times Files for FM Station Following FCC Press Ownership Rule

FOLLOWING in the wake of the dismissal of the FCC press-ownership ban, the New York *Times* last week filed with the FCC an application for a new FM station in the New York area to operate on 45,500 kc with a service area of 8,250 sq. mi. Assigned in that area now, already utilizing all but four of the available FM channels, are 10 FM outlets.

On file with the FCC pending action are a dozen additional applications for FM stations in the New York area. Of these, three are newspaper affiliated. The *Times* application, in view of present wartime building restrictions, is believed to be slated for the pending file along with the others.

Under existing allocations all pending applications cannot be accommodated. Facilities now provide for 35 commercial FM channels. Six of these are Class A, 22 Class B and the other 7 Class C. Since FM stations may not satisfactorily use adjacent channels in the same area, the useable channels in each of these groups is cut in half.

Congestion in New York area FM channels became so acute in 1941 that a distinct North Jersey Class A service area was created and certain reallocations in the existing New York outlets effected.

Stations now assigned in the New York area follow:

W39NY, City of New York (WNYC); WGNY, Muzak Radio; WFGG, William G. H. Finch; WQXR-FM, Interstate Broadcasting (WQXR); WHNF, Loew Booking Agency; WABC-FM, CBS (WABC); WBAM, Bamberger Broadcasting (WOR); W75NY, Metropolitan Television; WBCA, Capital Broadcasting; WAAW, Bremer Broadcasting (WAAT).

Applications now pending for stations in the New York area follow. Newspaper affiliates contain an asterisk (*).

Debs Memorial Radio Fund,* (WEVD); Frequency Broadcast; Greater New York Broadcasting (WNEW); Mercer Broadcasting, Trenton; NBC; New Jersey Broadcasting; New York *Times**; News Syndicate*; North Jersey Broadcasting (WHOM); WBNX Broadcasting; WMCA Inc.

WAGE HOUR RULES ON TALENT DEFINED

CLARIFICATION of wage and hour rules regarding talent fees and their relation to regular rates of pay is contained in an official interpretation by L. Metcalf Walling, Administrator of the Wage & Hour Public Contracts Division, Dept. of Labor, which was requested by Lt. Joseph L. Miller, former NAB Director of Labor Relations, prior to joining the Navy.

Mr. Walling wrote:

> It is my understanding that most announcers receive a weekly salary from the radio station in which they are employed. When, however, a sponsor of a program requests and obtains the services of a particular announcer thus employed the sponsor is required to pay to the station a "talent fee". The station then pays the announcer his weekly salary plus the fee. Such an arrangement is provided for in contracts between stations and the American Federation of Radio Artists. It is the Division's view that generally in such cases the announcer is the employee of the radio station and that the "talent fee" paid the announcer is part of his regular compensation and the time spent by the announcer in performing such services constitutes hours worked for the radio station. However, this position is not an absolute one. In order to determine its applicability in a particular case, an examination of the facts in the case becomes necessary.

DAYTON, O.

Merchants Have a Preference in Radio Stations!

The Birthplace of Aviation

★

THE MIDWEST'S FASTEST GROWING CITY

In the past forty-two months Dayton has become one of America's top markets. The steady influx of people into this great aviation center has not been the "boom town" variety, for even now Dayton is not considered a critical labor area.

In addition to being the hub of the Army Air Forces, Dayton has 470 diversified manufacturing industries, assuring continued growth and prosperity after the war.

FIGURES THAT MAKE DAYTON A GREAT MARKET*

New Buyers	47,688
1943 Payroll (estimated)	$ 410,000,000
Bank Debit	$1,650,000,000
Bank Deposits	$ 163,889,685

★

***Figures compiled by The Dayton Chamber of Commerce**

Yes, the local merchants have a preference in radio stations. Their buying of time in the past year is definite proof. WING has carried by far the greater percentage of local advertising. From department stores to the smallest shop, this is a confirmed fact. The reason for this popular choice is elementary. WING does an outstanding selling job for its advertisers at a remarkably low cost.

That is exactly what every advertiser wants and has the right to expect.

When placing business in the rich Dayton, Ohio market follow the example of local merchants and use Station WING.

BASIC BLUE—5,000 WATTS

WING

RONALD B. WOODYARD, EXECUTIVE VICE-PRESIDENT

"Let's all back the attack" by buying more War Bonds.

Weed and Co. NATIONAL REPRESENTATIVES

Interests in Newscasts Soared

(*Continued from page 13*)

grams ranked fourth in use of time. They were charged with 15.5% of the time, and the outranking types were, in order: drama, variety and audience participation. These types held the same relative positions in the winter season of 1942-43.

Nighttime Leaders

As in other years, there was little change from the previous year in the December 1943 roster of radio's 20 leading productions. They were, listed in the order of their ratings, as follows:

Fibber McGee and Molly
Pepsodent Program—Bob Hope
Chase and Sanborn Program
Jack Benny
Lux Radio Theatre
Red Skelton
Aldrich Family
Maxwell House Coffee Time
Mr. District Attorney
Kay Kyser
Kraft Music Hall
Sealtest Village Store
Kate Smith Hour
Time To Smile—Eddie Cantor
Abbott and Costello
Hit Parade (45-minute program)
Screen Guild Players
Take It or Leave It
The Great Gildersleeve
Fitch Bandwagon

Only four were new to the list, and one of them, *Sealtest Village Store*, appeared in the 1942 roster as the *Rudy Vallee* program. The other three were *Abbott and Costello, Screen Guild Players*, and *Take It or Leave It*. The latter set a record as the first quiz show to climb into the top 20.

The 10 nighttime leaders for the winter months of 1942-43 are given in Table I. Changes in position from the previous winter season are few. The only newcomer to the group is Red Skelton. Both Walter Winchell and Kate Smith slipped from the first 10. The curious mathematics that adds one and takes away two is accounted for by the dual and separate listings of *Kraft Music Hall* as an hour and half-hour program.

Only three of the winter headliners appeared among the 10 leading programs (Table II) of the summer of 1943. They were the *Lux Radio Theatre, Aldrich Family*, and *Kraft Music Hall*. The list reveals, however, that the *Jergen's Journal*, vehicle for the news program of Walter Winchell, was still among the 10 high shows in popularity.

Daytime Leaders

Seven of the 11 programs that contested for the 10 top positions among the weekday leaders in December 1943 (two were tied for tenth) were among the 10 high shows of December 1942.

The 11 leaders were:

Kate Smith Speaks
Stella Dallas
Big Sister
Pepper Young's Family
Right to Happiness
Backstage Wife
Ma Perkins (Columbia)
Young Widder Brown
Romance of Helen Trent
Our Gal Sunday
Lorenzo Jones

Newcomers to the list were *Stella Dallas, Backstage Wife, Young Widder Brown* and *Lorenzo Jones*.

With the exception of the topmost program, *Kate Smith Speaks*, the leaders were all serial dramas broadcast five days a week. All of them, including the Kate Smith program, a news summary, were 15-minute programs. If the Sunday presentations were added, two more programs would be included: *The Pause That Refreshes on the Air* and the *New York Philharmonic Orchestra*. These would place respectively in second and third positions, the latter tying with *Big Sister* and *Pepper Young's Family*.

The average rating of the weekday leaders for December 1943 is 11.5 as compared with an average of 10 for December 1942.

Sports Events

In accordance with its usual practice, the CAB scored the radio audiences of numerous sports events in 1943, including 10 boxing matches and numerous baseball games in the championship season.

Boxing—None of the 10 fights rated in 1943 was a championship affair. As a result the top fight rating was only 8.5, and it was scored for the Beau Jack-Fritzie Zivic affray on Feb. 5, 1943. The ratings for the other nine contests ran down the scale to a low of 3.7 for the bout between Johnny Greco and Terry Young on May 8, 1943.

Baseball—The baseball season turned in a monthly listening average of 13.3 for 1943 to better by a narrow margin the 1942 average of 13.2. The 1943 season, however, showed a wider fluctuation in interest and reached a high point of 14.7 in June and dropped off to a low of 11.2 in September. The extremes of 1943 were higher and lower than 1942.

	1943	*1942*
May	13.1	13.5
June	14.7	13.9
July	13.8	12.8
August	13.1	12.3
September	11.2	13.1
Season average	13.3	13.2

What the CAB Is

Collecting listening data for the mutual information of its members, the CAB is today the only non-profit organization engaged in research of radio program popularity.

With its beginnings in 1929, the CAB took shape five years later as a non-profit enterprise. Supervision in the first four years of operation was exercised by the Radio Committee of the Assn. of National Advertisers in conjunction with a companion committee of the American Assn. of Advertising Agencies. A reorganization in 1934 led to the appointment of a governing committee—now the Board of Governors—in which both agencies and advertisers had equal control. Thus, the CAB is representative of all the buyers of radio time and talent. The Board, nominated by the American Assn. of Advertising Agencies and the Assn. of National Advertisers, at present consists of three agency members and an equal number of advertiser members.

The Board fixes all policies of the CAB including, of course, those governing research, membership rules and the compilation and dissemination of information. A major policy of the Board has been its determination to foster the development and the improvement of the CAB techniques. The end in view is the perfection of the ideal program popularity measurement. Accordingly, the CAB has always allocated a share of its income to experimentation. As a result, the CAB subscribers have benefited from improved service time after time.

The cost of the CAB is borne by the leading advertising agencies, advertisers and networks, and operating funds are collected by dues prorated according to each member's interest in radio advertising.

Results are sent to subscribers in the form of 40 or more reports per year—24 semi-monthly reports, and 16 others. The semi-monthly and monthly reports are rounded out by semi-annual publications—one analyzing trends in program popularity, the other analyzing trends in listening habits. Both are accumulations of the previous months of summer or winter investigations.

Special analyses of radio programs are readily prepared and supplied from the CAB's cumulative statistical data, while complete case histories of all commercial programs broadcast during the past 12 years are available to members.

Subscriber-members use the CAB reports to help them: (1) Pick the preferable day and hour whenever a choice of radio time is available. (2) Detect trends in the popularity of programs and types of programs. (3) Appraise talent scientifically by scrutinizing performance in ratings. (4) Determine whether a given season should be included or not. (5) Balance the value of daytime and nighttime programs. (6) Analyze program audiences by sections of the country, population groups, income levels, etc. (7). Evaluate the elements that contribute to high and low rating programs.

The CAB charts fortnightly the "box office" returns of every sponsored network program, regardless of the time of day or night it is on the air, using as its base a comprehensive, nationwide sample.

Cities Surveyed

Investigations are regularly carried on in: *Eastern Cities*—Boston, New York, Philadelphia, Pittsburgh, Baltimore, Detroit, Cleveland, Buffalo, Cincinnati, Hartford, Providence, Syracuse, Rochester, Washington.

Southern Cities—Atlanta, Louisville, Memphis, New Orleans, Dallas, Houston, Oklahoma City.

Midwestern Cities—Chicago, St. Louis, Des Moines, Kansas City, St. Paul, Minneapolis, Omaha.

Pacific Coast Cities—San Francisco, Los Angeles, Portland, Seattle, Spokane.

MERCHANDISING PLANS of the Wildroot Co. (Cream Oil Formula hair dressing) were discussed at a recent meeting held in Cincinnati at the invitation of Specialty Sales, WLW subsidiary. Seated (l to r) are: L. S. Kendall, Charles Siegwarth and M. G. Ballagh, Specialty Sales field representatives; A. E. Ritchie, Wildroot's general sales manager; Allan D. Lehmann, BBDO account executive; Ronnie Jones and J. J. Tigyer, district managers for Specialty Sales and Oscar Haberman, field representative. Standing (l to r) are Lou Sargent, manager of Specialty Sales, and W. A. Murray, his assistant. Wildroot sponsors Gregor Ziemer's daily *Background* newscast on WLW twice weekly.

Blue Central Div. Notes Sales Increase for 1943

REVIEW of 1943 sales figures for the Blue Network's Central Division—the first year of operation since separation from NBC—disclosed substantial increase over 1942 figures, according to Merritt R. Schoenfeld, sales manager of the division.

"During the first quarter of 1943, sales figures showed a 68.7% gain over the first three months of 1942," explained Schoenfeld. "Our next three months indicated an 82.5% gain over corresponding time in 1942 and the Blue's third quarter was marked by a 90.5% gain over the third period in 1942."

Although fourth quarter figures were not available, Mr. Schoenfeld seemed certain that a 100% increase would be reported.

Meat Institute Series

AMERICAN MEAT INSTITUTE, Chicago, new to radio, on Jan. 16 started *The Life of Riley*, on approximately 155 Blue stations, Sunday, 3-3:30 p.m. (EWT). Starring William Bendix as a war industry worker, cast includes Georgia Backus, Hans Conried. Series is produced by Don Bernard, written by Ashmead Scott and Alan Lipscott. Lou Kosloff is musical director. Agency is Leo Burnett Co., Chicago.

Associated Press

This Gun Makes a BOOM Back Home, Too!

THAT'S WHAT'S HAPPENING in the city where this gun was made. Used to be a quiet, predictable place with a known market potential you could count on from year to year. Now it's the focal point in a new boom area. You've got to take its temperature every week and watch the progress charts constantly. What's more, *you* are expected to have your fingertips on every boom area in the whole country. That's where we come in.

When you need progressive Radio Station Representatives, call in Weed and Company. We've got an enviable record, and we are progressive and successful by reason of hard work and "know how"; the business we've gotten and held for our clients is our index. For each of the last ten years, in terms of average annual billing, we've been 42% more successful than the year previous.

Back the attack with War Bonds and Stamps

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK · BOSTON · CHICAGO · DETROIT · SAN FRANCISCO · HOLLYWOOD

(*Continued from page 14*)

LEO BURNETT CO., INC.		
Shefford Cheese Co.	5,229	5,229
CAMPBELL-EWALD CO., INC.		
Chevrolet Dealers (General Motors Corp.)	450,854	
U. S. Rubber Co.	796,731	1,247,585
CLEMENTS CO., INC.		
Hudson Coal Co.	16,330	16,330
COMPTON ADVERTISING CO.		
Procter & Gamble Co.—Ivory Soap	2,030,635	
Procter & Gamble Co.—Crisco & Ivory Flakes	443.450	
Procter & Gamble Co.—Duz	535,595	3,009,680
CRUTTENDEN & EGER		
Continental Radio & Television Corp.	246,397	
Eff. 11/43 Admiral Radio Corp.		246,397
D'ARCY ADVERTISING CO., INC.		
Coca-Cola Co.	508,160	
Owens-Illinois Glass Co.*	805,664	1,313,824
SHERMAN K. ELLIS CO., INC.		
Quaker Oats Co.—Muffets	29,543	
Quaker Oats Co.—Aunt Jemima	60,406	89,949
ERWIN, WASEY & CO., INC.		
Barbasol Co.	48,849	48,849
WILLIAM ESTY & CO., INC.		
R. J. Reynolds Tobacco Co.	2,262,210	2,262,210
FEDERAL ADVERTISING AGENCY, INC.		
General Cigar Co.	33.940	
Gerber Products Co.	6,376	40,316
FOOTE, CONE & BELDING		
American Tobacco Co.	1,024,971	
Bourjois, Inc.	175,023	
California Fruit Growers Exchange	187,429	
Campbell Soup Co.—Soups *	426,906	
Lockhead Aircraft Corp.	358,939	
Sunnyvale Packing Co.	374	
Union Oil Co.	17,511	2,191,153
GARDNER ADVERTISING CO.		
Pet Milk Sales Co.*	847,175	847,175
GARFIELD & GUILD		
Chemicals Inc.	30,588	
Kay Jewelry Co.	9,477	40,065
GEYER, CORNELL & NEWELL, INC.		
E. R. Squibb & Sons *	549,965	549,965
GILLHAM ADVERTISING AGENCY		
Pet Milk Sales Co.*	10,920	10,920
GLASSER-GAILEY & CO.		
Colonial Dames Inc.	19,673	19,673
GRANT ADVERTISING, INC.		
Cudahy Packing Co.	114,703	114,703
HENRI, HURST & McDONALD, INC.		
Ballard & Ballard Co.	142,240	
John Morrell & Co.	44,231	186,471
DUANE JONES CO.		
B. T. Babbitt, Inc.	128,842	
C. F. Mueller Co.	22,400	
Joseph Tetley & Co., Inc.	25,822	177,064
H. W. KASTOR & SONS ADVERTISING CO., INC.		
Campbell Cereal Co.	22,839	
Welch Grape Juice Co.	260,467	283,306
THE JOSEPH KATZ CO.		
American Oil Co.	103,356	103,356
KENYON & ECKHARDT, INC.		
Southern Cotton Oil Co.	340,326	340,326
ARTHUR KUDNER, INC.		
U. S. Tobacco Co.	472,512	472,512
LAKE-SPIRO-SHURMAN CO.		
Plough, Inc.	36,504	36,504
LEIGHTON & NELSON		
Independent Citizens Committee	2,046	2,046
ADDISON LEWIS & ASSOCIATES		
Minneapolis-Honeywell Regulator Co.	75,058	75,058
LITTLE & CO.		
Kelite Products, Inc.	6,006	6,006
LONG ADVERTISING SERVICE		
Calif. Prune & Apricot Growers Assn.	17,064	17,064
McCANN-ERICKSON, INC.		
Chesebrough Manufacturing Co.	643,755	
Dwight Edwards Co.	23,776	
Pacific Coast Borax Co.	452,219	
Roma Wine Co.*	445,580	1,565,330
MAXON, INC.		
General Electric Co.	1,299,255	
Gillette Safety Razor Co.	80,573	1,379,828
ARTHUR MEYERHOFF & CO.		
William Wrigley Jr. Co.*	2,025,801	
Consolidated Royal Chemical Co.	2,144	2,027,945
C. L. MILLER CO.		
Corn Products Refining Co.	482,253	
Curtiss Candy Co.	246,139	728,392
RAYMOND R. MORGAN CO.		
J. A. Folger Co.	5,434	
Los Angeles Soap Co.	117,905	
Planters Nut & Chocolate Co.	129,166	252,505
MORSE INTERNATIONAL, INC.		
Prince Matchabelli (Vick Chemical)	29,198	
Vick Chemical Co.	5,684	34,882
NEWELL-EMMETT CO.		
Liggett & Myers Tobacco Co.	1,528,780	1,528,780
PACIFIC NATIONAL ADVERTISING AGENCY		
Washington Coop. Egg & Poultry Assn.	2,282	2,282
PARIS & PEART		
Great Atlantic & Pacific Tea Co.	56,313	56,313
PEDLAR & RYAN, INC.		
Lady Esther *	689,065	
Procter & Gamble Co.—Camay & Ivory Flakes	150,055	
Procter & Gamble Co.—Chipso & Camay	146,698	
Procter & Gamble Co.—Dash	11,977	997,795
SAYRE M. RAMSDELL ASSOCIATES		
Philco Corp.	541,568	541,568
KNOX REEVES ADVERTISING INC.		
General Mills Inc.—Bisquick	504.888	
General Mills Inc.—Sperry Flour	52,545	
General Mills Inc.—Wheaties	557,233	1,114,666
ROCHE, WILLIAMS & CUNNYNGHAM INC.		
Holland Furnace Co.	78,390	
Lewis-Howe Co.	487,731	
Schutter Candy Co.*	83,631	
Sun Oil Co.	3,121	652,873
RONALDS ADVERTISING AGENCY, LTD.		
Texas Co.*	21,701	21,701
RUTHRAUFF & RYAN, INC.		
Chrysler Corp.	697.724	
Emerson Drug Co.	676,380	
Lever Bros. Co.—Lifebuoy	25,205	
Lever Bros. Co.—Rinso	1,496,925	
Lever Bros. Co.—Spry	691.975	
Quaker Oats Co.—All Products *	732,987	
Sterling Products Inc.—Ironized Yeast	561.248	4,882,444
RUSSEL M. SEEDS CO., INC.		
Brown & Williamson Tobacco Corp.	2,212	
Grove Laboratories Inc.	15.225	
Mennen Co.	206,232	223,669
SCHWIMMER & SCOTT		
Schutter Candy Co.*	82,999	82,999
SHERMAN & MARQUETTE, INC.		
Colgate-Palmolive-Peet Co.—Toothpowder *	577,516	577,516
SORENSEN & CO.		
Bowey's Inc.	211,287	211,287
SPITZER & MILLS, LTD.		
Colgate-Palmolive-Peet Co.—Toothpowder *	11,214	
Quaker Oats Co.—All Products *	9,330	20,544
BARTON A. STEBBINS		
Ben Hur Products, Inc.	25.526	
Signal Oil Co.	16,889	42,415
J. D. TARCHER & CO.		
McKesson & Robbins Inc.	58,991	
Smith Brothers	12,008	70,999
J. WALTER THOMPSON CO.		
P. Ballantine & Sons	220,191	
Bank of American Nat'l Trust & Savings Assn.	9,744	
Elgin National Watch Co.	337,106	
Johns-Manville Corp.	865,233	
Lamont, Corliss & Co.	18.252	
Lever Brothers Co.—Lux Soap & Flakes	1,167,369	
P. Lorillard Co.	766.458	
Mentholatum Co.	8.543	
Owens-Illinois Glass Co.*	241,803	
Parker Pen Co.	490,899	
Standard Brands Inc.	168,912	
Washington State Apple Adv. Comm.	6,951	
Western Sugar Refinery	19,656	
J. B. Williams Co.	19.042	
William Wrigley Jr., Co.*	631,682	4,971,841
WALKER & DOWNING		
Allegheny-Ludlum Steel Co.	51,289	51,289
WALLACE-FERRY-HANLY CO.		
Campana Sales Co	105,037	105,037
WARWICK & LEGLER, INC.		
Macfadden Publications, Inc.—Liberty	18,708	
Pabst Sales Co.	536,555	555,263
ARMAND S. WEILL CO. INC.		
Johnstone Drug Sales Corp.	2,568	2,568
MILTON WEINBERG ADVERTISING CO.		
Grayson's Shops, Inc.	13,299	13,299
WILLIAM H. WEINTRAUB & CO. INC.		
Schenley Import Corp.	392,445	392,445
WARD WHEELOCK CO.		
Campbell Soup Co.—Soups, Juice, Beans	922,242	
Campbell Soup Co.—Soups *	191,532	1,113,774
YOUNG & RUBICAM, INC.		
Celanese Corp.	783,828	
General Foods Corp.—Birdseye Frosted Foods	208,236	
General Foods Corp.—Grapenuts, Flakes, Wheatmeal	1,263,161	
General Foods Corp.—Jello, Jello Pudding	329,760	
General Foods Corp.—Jello, Jello Pudding, Sanka	316,742	
General Foods Corp.—La France Satina	486,643	
General Foods Corp.—Post Raisin Bran	153,754	
General Foods Corp.—Postum	86,352	
General Foods Corp.—Sanka *	181,260	
General Foods Corp.—Swansdown, Calumet	509,497	
Gulf Oil Corp.	524,230	
International Silver Co.	298,310	
Johnson & Johnson	239,949	
Lever Brothers Co.—Swan Soap	1,053,652	6,435,374
GRAND TOTAL		$57,951,744

1944

Another year of turning

MUSIC COSTS in to MUSIC PROFITS

This year again the plans of more than four hundred alert radio stations will include the use of ASCAP Radio Program Service. And this year again, ASCAP has enlarged the scope of the Service to meet a *definite* need with a *definite,* well planned, well written, salable product.

Your own Program men helped us plan

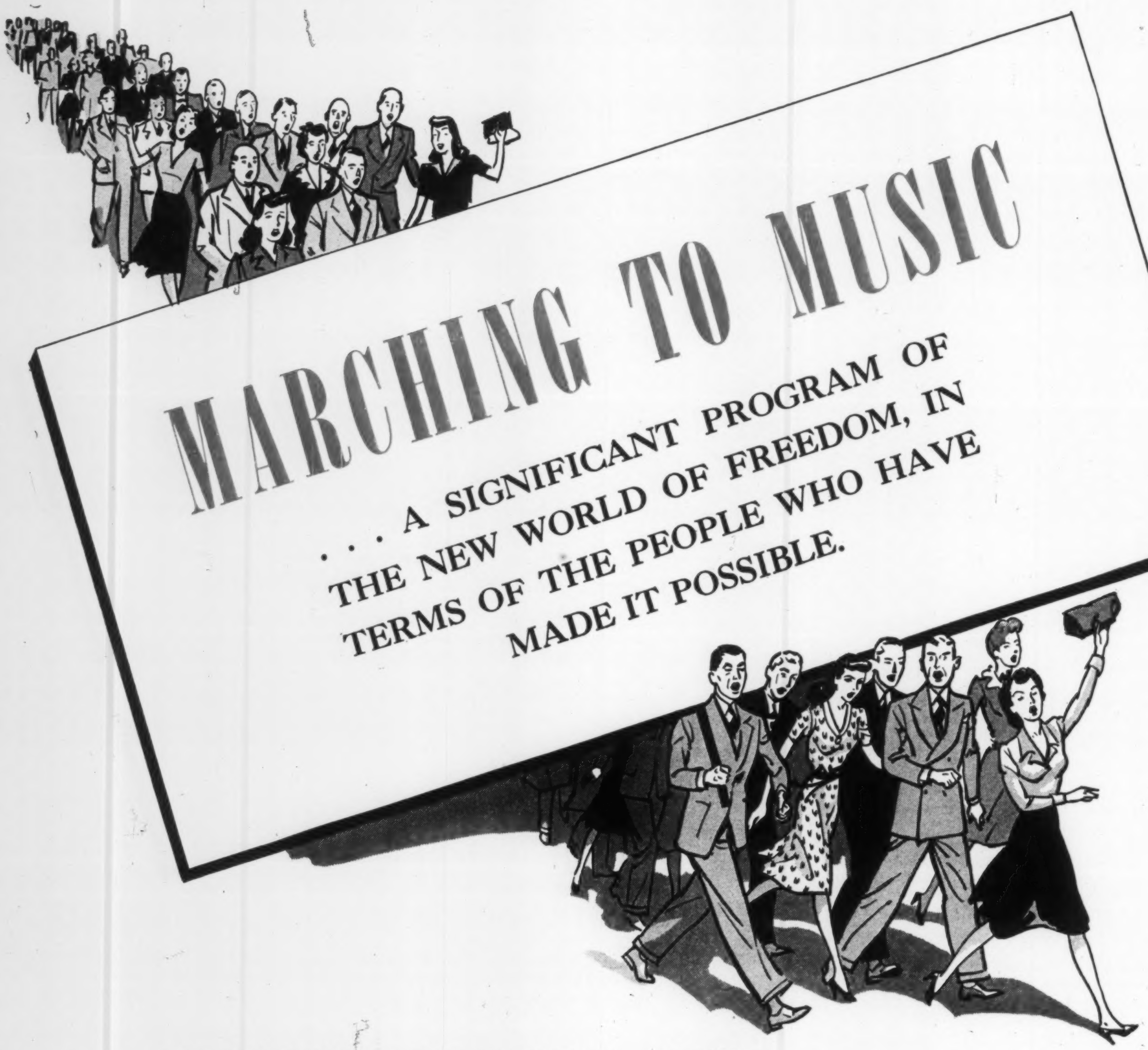
With more than two years of correspondence and personal contact with program and sales managers throughout America, we have made constant improvement in every phase of our service . . . and have been rewarded by seeing more and more of the programs sold commercially.

A free service to any ASCAP-licensed station

The programs described in succeeding pages have been created by ASCAP as a service by the *composers* and *writers* of music to the *users* of music. They have earned, in many cases, much more station *income* than the station's entire *music costs.* Any ASCAP-licensed broadcaster will be provided this service without cost.

ASCAP RADIO PROGRAM SERVICE

30 Rockefeller Plaza · New York 20, N. Y.



MARCHING TO MUSIC

. . . A SIGNIFICANT PROGRAM OF THE NEW WORLD OF FREEDOM, IN TERMS OF THE PEOPLE WHO HAVE MADE IT POSSIBLE.

MARCHING TO MUSIC is a thrilling, human series of ten-minute programs, three times weekly. These scripts are planned and executed with superb showmanship. They have proved salable and are consistent audience-builders.

MARCHING TO MUSIC is an extremely *flexible* series. It has been sold as a vigorous, fast moving *five* minute show . . . and extended to half an hour for other sponsors.

In the pressure of program department activity these days, MARCHING TO MUSIC will come as a welcome addition. Any ASCAP-licensed station may receive it throughout the year without cost.

AMERICA Sings

. . . a program of the music of America, in terms of the Americans who made it and played it

AMERICA SINGS presents the "behind-the-scenes" story of our American music and the men and women who created it. Beautiful, human incidents and beautiful, familiar music. Certainly a formula for listener enjoyment!

AMERICA SINGS is planned as a quarter hour, three times a week show, but is thoroughly adaptable to longer presentation. This series should create an enviable sales-record during 1944 and become an established feature on hundreds of stations.

Written by top-flight continuity people, planned, musically, by experienced showmen, AMERICA SINGS is a clean-cut, big-time radio show your station and your sponsor can present with pride and confidence.

AMERICA SINGS is available to any ASCAP-licensed station without cost.

SERVICE 30 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

1944
MARCH
FEBRUARY
JANUARY
FRI.
SAT.
SUN.
2
9
16
23
30
Printed in U. S. A.
...AND
57
VITAL
Special
PROGRAMS

Of which WHBQ of Memphis says . . . "We have been able to sell, without exception, each individual program!" Here are fifty-seven program department headaches cured. Fifty-seven tough research and writing jobs all wrapped up and ready to sell.

JANUARY

	DATE
New Year's	1
Ben Franklin's Birthday	17
Robert E. Lee's Birthday	19
Franklin D. Roosevelt's Birthday	30

FEBRUARY

Boy Scout Week	8-14
Abraham Lincoln	12
Valentine's Day	14
George Washington	22
Ash Wednesday	23

MARCH

Farm Day (National)	8
Girl Scout Week	12-18
Hobby Week	13-18
St. Patrick's	17
Spring—begins	21

APRIL

April Fool	1
National Baseball Week	1-8
Army Day	6
Good Friday	7
Easter Sunday	9
Pan-American Day	14
Humane Sunday—ASPCA	23
Samuel Morse	27

MAY

National Music Week	7-14
National Hospital Day or First Aid Week	12-23
Mother's Day	14
I Am An American Day	17
Ralph Waldo Emerson	25
Memorial Day	30

JUNE

Confederate Memorial Day	3
Flag Day	14
Father's Day—and Send Child Camp Week	18
Summer Begins	21

JULY

Independence Day	4
Air Mail Service	7
St. Swithin's Day	15

AUGUST

Atlantic Charter Day	14
National Aviation Day	19
Red Cross	22
Woman's Suffrage	26

SEPTEMBER

Labor Day	4
School begins	5
Constitution Day	17
Gold Star Mothers' Day	24

OCTOBER

Fire Prevention Week	8-14
Columbus Day	12
Navy Day	27
Hallowe'en	31

NOVEMBER

Election Day	7
U. S. Marine Corps	10
Armistice Day	11
Book Week	12-18
Robert Louis Stevenson	13
Thanksgiving	30

DECEMBER

Pearl Harbor	7
Bill of Rights Day	15
Forefathers' Day	21
Christmas	25

Any ASCAP-licensed station may receive these programs throughout the year, without cost.

ASCAP RADIO PROGRAM SERVICE
30 Rockefeller Plaza • New York 20, N. Y.

Merchandising & Promotion

Ticket Tie—Work Pad—Ice Cream Almanac—Baking—War Film

BEGINNING a campaign to familiarize advertisers and advertising agencies with the members of their national representative, the Cowles stations (WMT Cedar Rapids, WNAX Yankton, and KSO-KRNT Des Moines) have simultaneously released a picture-story promotion on the cover of their program listing about G. R. Katz, president and active head of the Katz Agency, national Cowles representative. Throughout the year all sales members of the agency in New York, Chicago, Kansas City, Dallas, Detroit, San Francisco, Atlanta and Los Angeles will appear on the station program listing.

* * *

KMBC Farm

DECALCOMANIA calendar which may be slipped upon a desk glass or other suitable surface has been sent out as a New Year's greeting by KMBC Kansas City. Promotion folder containing pictures and diagrams of the KMBC farm has also been issued by the station. Folder explains that the farm is a special service feature of KMBC "putting into practical application the teachings and findings of Phil Evans, nationally known farm authority who directs KMBC's farm service department." Daily farm service broadcasts are now made from the farm.

* * *

Ticket Tie

LISTENERS who write in for studio tickets to *Man of Magic*, mental telepathy program on WMCA New York, receive a picture of a crystal ball, with instructions to gaze into the crystal, wish three times for the ticket and return the card without identification. The "Man of Magic" does the rest, WMCA claims.

* * *

KODY Market

KODY North Platte, Neb., has issued a mimeographed market data promotion folder containing a description of the station now located on the ranch originally owned by Buffalo Bill. Estimated service area map and presentation of data on population and wealth in the area is found in the promotion piece.

* * *

KCKN Brochure

KCKN Kansas City, Kan., has released a brochure listing results of the May through September Hooper survey, "Fourth consecutive 5-month report to verify the fact that KCKN, a 250 w local station, holds more daytime listeners in Greater Kansas City than each of 3 network outlets."

* * *

Work Pad

WISE Asheville, N. C., has issued a promotion piece consisting of a pad of 1944 calendar worksheets for the use of timebuyers and executives. Station message is on the cover. Each sheet contains a complete calendar for 1944 with room for figuring and note taking.

* * *

WPAT Map

WPAT Paterson, N. J., has issued a field intensity contour map in the form of a green and salmon-colored folder, which lists data on the number of food stores, filling stations and other business concerns in "America's Richest Market".

Also Ice Cream

ON THE THEORY that a program "is worth promoting if it's worth paying for", Rue Roberts, manager of Bell's Booteries, Nashville, Tenn., has outlined promotion ideas for the three weekly programs sponsored by the concern on WLAC Nashville. Series of folders advertising the programs are used as mailing inserts, package inserts and give-aways in the store. Children who appear on the Thursday afternoon *Children Analyze the News* program are awarded special certificates and are feted at an ice cream party.

* * *

Breakfast Series

HISTORY and humor of the *Breakfast at Sardi's* program heard each week-day morning over the Blue has been combined into a promotion booklet and released for general distribution by the Kellog Co., cosponsors of the series. Numerous action on-the-spot pictures are contained in the 50 page booklet which is printed on glossy stock. Title is "200,000 for Breakfast With Tom Breneman", m.c. featured on the program. Introduction is by Mrs. Bob Hope.

UAL Tickets

TO PROMOTE its weekly CBS *In Time to Come*, United Air Lines has started distributing undated tickets for that program to Los Angeles-bound passengers. Obtainable from Cheyenne, Denver, San Francisco or San Diego offices, tickets are printed in black and white to allow checkup on actual number used. Placards featuring the service are on display in all terminals where airline has a traffic office as well as within airplanes.

* * *

Almanac

DEALING with the problems of the farmer, CKNX Wingham, Ontario, now issues monthly *The CKNX Almanac*. CKNX sponsors the eight-page publication to support its identification as "The Western Ontario Farm Station". With a circulation of 3,500 the *Almanac* also contains rewrites of farm broadcasts and other items of interest to the farmer.

* * *

Fer Fishin'

COBLE'S FISHERMAN'S CALENDAR, containing notes on fishing and which is locally sponsored, has been released by WBIG Greensboro, N. C., "The prestige station of the Carolinas".

Baking

COINCIDING with the height of the mid-winter baking season, the grocery trade relations division of WLW Cincinnati is sponsoring a "Home Bake Sale" campaign Jan. 23-Feb. 6. Special one minute announcements aired three times daily seven days a week, are designed to stimulate sales of nationally famous foods. Tie-in displays for grocers are also included.

* * *

'Manhunt' Booklet

BROCHURE on *Manhunt*, the Frederic W. Ziv (Cincinnati, New York) mystery production, has just been released. Program is sponsored over the following stations:
WHP WGAL WRAW WKOK
WSAN WFBG WBRE WBAB
WINC WGNY WFAS WJEJ
WDEL WWDC WAAT WIRE
WAKR WRRN WKBN WKRC
WBBM.

* * *

War Film

WHOM Jersey City is working in cooperation with the Jersey City Chamber of Commerce in the promotion and presentation of the "War Department Report", 45 minute film prepared by the War Dept. documenting episodes of the present war. Picture will be shown in Jersey City Jan. 25.

Bulletins

FORTY news bulletins are guaranteed each week on WMPS Memphis to the Mulford Jewelry Co., Memphis, which has signed for the unique kind of service on the station. Only commercial is the signature of the sponsor. Bulletins often run as high as seventy per week.

SKELLY AWARDS IN SECOND YEAR

Weekly Recognition of Deserving Farm Family Presented by Oil Firm on NBC

SKELLY AWARD for Superior Achievement in Agriculture has been presented each week since Jan. 1, 1943, to some farm man, woman, boy, girl, or family in the Midwest who has contributed to America's battle of food and production.

Originator of the plan is W. G. Skelly, president of the Skelly Oil Co., Tulsa, operators of KVOO. He thought American farmers should be recognized as are factories in war production with Army-Navy "E" Awards. Winners receive a $100 War Bond, a pennant, framed certificate and a gold enameled pin.

Each Saturday morning at 7 (CWT), the Skelly program and presentation originates from WLS Chicago and is heard on 24 NBC stations, covering 12 Midwest states. After the committee has been notified of a prospective candidate, the chairman writes, wires, telephones or makes a personal visit to the neighborhood. Community opinion carries weight. Presentation is usually preceded with a breakfast, attended by local officials, neighbors and relatives.

"Let no factors or considerations influence your judgment except these," said Mr. Skelly. "Do your best in the selection of each week's winner to be impartial and fair in all respects."

MR. SKELLY

One of the typical examples of a Skelly Award winner is a Geneseo, Illinois farm couple who adopted six orphaned children. The family operated a rented farm, earning a net income of $5,500 in a single year. The couple's own tract produced 200 acres of corn, 169 acres of soy beans, and 30 acres of wheat.

Another program sponsored by Skelly is a five-weekly newscast, featuring Alex Drier of NBC.

Marine Show

VARIETY show put on by the Marines of Camp Lejeune, New River, N. C., which began January 19, is carried over nine stations of the Tobacco Network. Lt. Charles E. McVarish, public relations officer and former newspaper man, will produce the program, to be heard each Wednesday night, 7:30-8, featuring the Camp Lejeune band and all-Marine talent.

Henry Taylor Back

HENRY J. TAYLOR, Blue commentator, was expected back momentarily last week from an assignment as correspondent for Scripps-Howard newspapers. He was scheduled to resume his Blue news broadcasts.

WHBQ to MBS

WHBQ Memphis, for many years the only independent station in Memphis, on March 6 becomes an affiliate of Mutual and will be the exclusive MBS outlet in that area.

JANE MOORE has been appointed radio head for the greater New York 1944 March of Dimes Campaign, according to Howard J. London, radio director for the National Foundation for Infantile Paralysis. Miss Moore, formerly New York radio head for the National War Fund, succeeds Jill Stephens in the Dimes set up.

Market Coverage that pays a Profit

- A booming market of over 1,250,000 people—
- Ample power (5,000 watts) and a favorable frequency (980 kc) to cover it—
- At extremely low cost per 1,000 families.

Check up on Nashville and WSIX for any pending schedule—wire this station or

Spot Sales, Inc., National Representatives

Member Station, The Blue Network and
Mutual Broadcasting System

5,000 WATTS

980 KC

WSIX
"The Voice of Nashville"
NASHVILLE, TENN.

OWI PACKET, WEEK FEB. 14

Check the list below to find the war message announcements you will broadcast during the week beginning Feb. 14. All station announcements are 50 seconds and available for sponsorship. Tell your clients about them. Plan schedules for best timing of these important war messages. Each X stands for three announcements per day or 21 per week.

WAR MESSAGE	NET-WORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Ind.	Group OI Aff.	Ind.	NAT. SPOT PLAN Live	Trans.
Womanpower	--	X	X	X	X	--	--
Women Marines	X	--	X	--	X	--	--
Conserve Critical Resources (fuel)	--	--	--	X	X	--	--
Hold Prices Down	--	X	X	--	--	--	--
Save Gasoline	X	--	--	--	--	--	--
Save Fats and Grease	--	--	--	--	--	X	X
Fourth War Loan (Feb. 14, 15)	X	--	--	--	--	--	--
Use V-Mail	X	--	--	--	--	--	--

See OWI Schedule of War Messages 95 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

Women Marines Recruiting, Conserving Of Resources Head OWI's Disc Packet

WITH the Fourth War Loan drive practically concluded, the OWI Radio Bureau schedule for the week beginning Feb. 14 resumes emphasis on continuous campaigns and reintroduces several familiar subjects.

Transcribed announcements available for sponsorship are continued on Women Marines recruiting and Conserve Critical Resources. In addition, the new packet schedules announcements on Womanpower and Hold Prices Down.

Womanpower Drive

Ever-increasing demand for workers in war plants, accentuated by drafting of formerly deferred single men, prompts the need for recruiting of womanpower. Messages on this campaign, scheduled on both the KW and OI groups of stations, urge women not now employed to take war jobs, either in production plants or in essential war-supporting industries.

Suitable sponsors for the Womanpower messages may be found among war plants or essential industries in the area served by the station. General advertisers, such as banks or utilities, may also find the announcements attractive.

Hold Prices Down, scheduled on the KW group of stations, continues to hammer away at the dangers of inflation. Messages urge listeners to buy only what they need and make what they have last longer and to invest surplus earnings in War Bonds and other savings. Sponsors for this series may be found among advertisers in the retail trades.

Other campaigns included in the week's packet are Save Gasoline, scheduled on the Network Allocation plan; Use V-Mail, also on the Network plan; Save Fats and Greases, scheduled through the National Spot plan; and the Fourth War Loan, assigned for Network Allocation for the first two days of the week.

In addition, war messages on the Black Markets campaign, with emphasis directed to gasoline, will be carried through the Special Assignments plan. This subject is also listed for appeals on women's programs through the Women's Radio War Program Guide. The Guide also includes V-Mail, Womanpower, and File Tax Returns Early as subjects for treatments during the week.

The Fight Waste campaign, scheduled for Special Assignments, completes the week's packet.

O'Hara Heads WMAN

J. MARION O'HARA, manager of WRRN Warren, O., has been appointed general manager of WMAN Mansfield, O., Monroe F. Rubin, president of Richland Inc., operators of WMAN, announced last week. Mr. O'Hara, who became manager of the Warren station several months ago, formerly was classified advertising manager of the *Mansfield News-Journal.*

Red Anthem to BMI

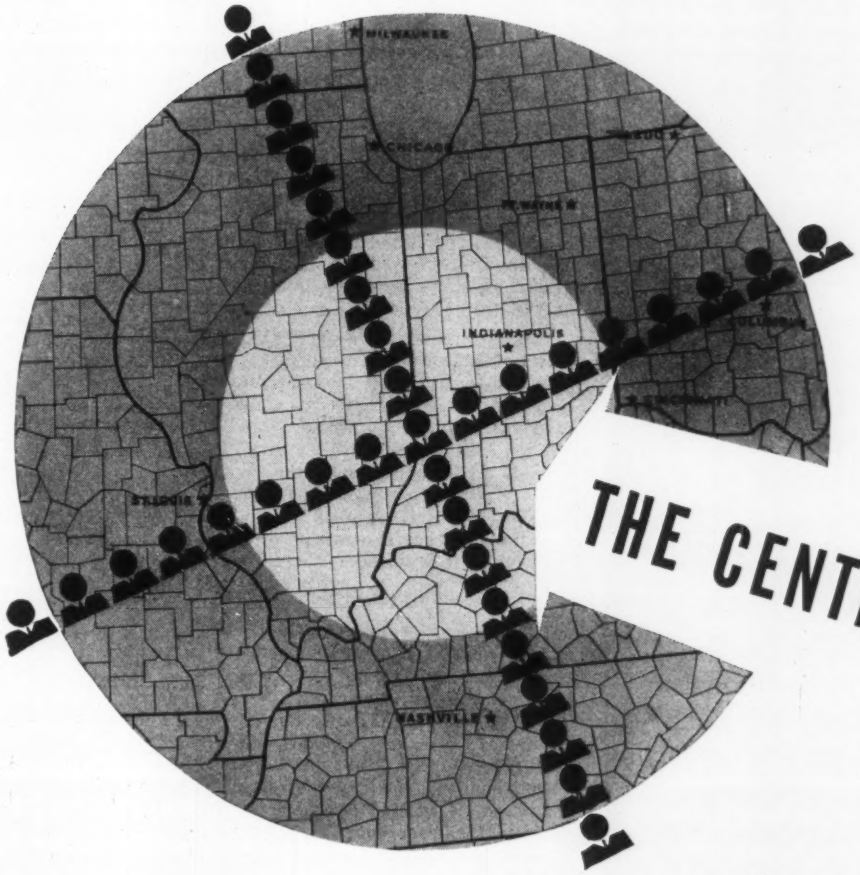
ENGLISH lyrics to the new Soviet national anthem have been written by Louis Untermeyer, distinguished American poet, with Broadcast Music Inc., owning the copyright.

CONSERVATION IDEA

Disc-Saving Plan Devised By WWNC Staff

CONSERVING needed transcription materials, WWNC Asheville has taken all national spot recordings from its files and has written letters to the respective agencies asking about their disposition. The station found nearly 50 transcriptions marked "hold", some dating back more than two years.

Through the inquiry, WWNC hopes to place over 200 transcriptions back in circulation. Letters to agencies record number, track number, name of account, and asks them to check (a) continue to retain in file; (b) ship to manufacturer for refabrication; (c) other shipping instructions. The plan may be adopted by other stations.



THE CENTRAL POINT

Center of the Nation's population is located in Indiana, not far removed from WOWO.

WOWO is Indiana's Most Powerful Broadcasting Station . . a Center for Program Production . . a Center for Market Testing. Several now-popular network shows, and variations of them, had their beginning at WOWO.

Shows are produced and tested . . in this ideal section of the country . . and then linked to a product. With an audience split fifty-fifty, urban and rural, the first few broadcasts provide indications upon which the advertiser charts his course.

The number of programs and advertisers that began at WOWO and are now carrying on nationally, is proof indeed that your good sales-ideas can be best tested on WOWO, Ft. Wayne.

New Coverage and Market Map now available. Just your name and address on a penny postal and we'll gladly send it.

WESTINGHOUSE RADIO STATIONS Inc

WOWO • WGL • WBZ • WBZA • KYW • KDKA

REPRESENTED NATIONALLY BY NBC SPOT SALES

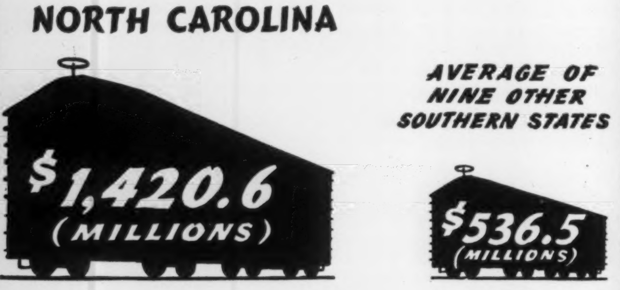
WOWO

FORT WAYNE

Indiana's most powerful station

NORTH CAROLINA is the SOUTH'S No. 1 INDUSTRIAL STATE

VALUE of MANUFACTURED PRODUCTS

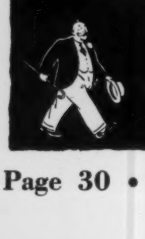


Source: — Census of Manufactures, 1939

WPTF with 50,000 Watts in RALEIGH is NORTH CAROLINA'S No. 1 SALESMAN

NBC — 680 K.C.

FREE & PETERS, NATIONAL REPRESENTATIVES



Opposition to FCC's Order On Docket Records Is Seen

Hearing on Rule Making Public All Transactions Except Financial Affairs Is Set for March 1

INDICATIONS of opposition to FCC Order No. 118, which would make public practically all records of broadcasting business transactions except station financial affairs, followed announcement last Tuesday the Commission had set March 1 as date for oral argument on the proposed order.

Amending Sec. 1.5 of the FCC Rules of Practice & Procedure Relating to Inspection of Records, the proposed order was seen in some quarters as a tightening of Commission control over business practices of broadcasting under the so-called Frankfurter Supreme Court decision of May 10, 1943, which said the FCC has supervision over "control of that traffic".

Opposition Recalled

It was recalled that representatives of radio vigorously opposed Government control of business practices during hearings last November-December before the Senate Interstate Commerce Committee on the White-Wheeler Bill (S-814). Throughout the hearings Chairman Burton K. Wheeler (D-Mont.), co-author of the measure, expressed himself in favor of some control of business practices, despite contentions of broadcasters that the business aspects of broadcasting are too closely related to programming to make a separation.

Under the proposed regulation, the FCC would throw open to public inspection all records of contractual relations, such as agreements between networks and affiliates. This rule, if adopted, would tend to place broadcasting in the same category as common carriers, it was pointed out.

The rule further would make public all transfers of stock in stations and would throw open for public inspection business practices which now are considered private affairs. In many quarters it was felt that the proposed rule would serve no useful purpose but rather would operate as a detriment in the business of broadcasting.

It was understood that considerable discussion of the proposed regulation took place around Commission quarters, with the original plan to make public all dealings of broadcasters, such as financial statements, contractual relations with sponsors, income, operating costs, etc. After much argument the Commission is reported to have dropped the proposal that would have laid open all financial affairs of a station.

In setting Order 118 down for hearing the Commission established the deadline for filing requests for oral argument as Feb. 16.

Text of the FCC's announcement of Order No. 118 follows:

At a meeting of the FCC held at its offices in Washington, D. C. on the 18th day of January, 1944:

WHEREAS, The Commission is of the opinion that public interest, convenience and necessity may be served by adoption of the following proposed rule:

Section 1.5—*Inspection of records.*—Subject to the provisions of sections 4(j), 213(f), 412 and 606 of the Act, the files of the Commission shall be open to public inspection as follows:

(a) Tariff schedules required to be filed under section 203 of the Act: valuation reports including exhibits filed in connection therewith, unless otherwise ordered by the Commission, with reasons therefor, pursuant to Section 213 of the Act; and annual and monthly reports required to be filed under section 219 of the Act.

(b) Contracts, agreements, or arrangements between carriers, filed pursuant to section 211(a) of the Act, except such contracts relating to foreign wire or radio communications which are marked confidential by the Commission.

(c) All applications and amendments thereto filed under title II and title III of the Act, including all documents and exhibits filed with and made a part thereof, whether by reference or otherwise, except reports filed pursuant to Section 1.361 of the Rules of Practice and Procedure; authorizations and certifications issued upon such applications, all pleadings, depositions, exhibits, reports filed pursuant to Section 43.1 of the Rules and Regulations, transcripts of testimony, examiners' reports, exceptions, briefs, proposed reports or findings of fact and conclusions, minutes, and orders of the Commission, excepting, however, any of the foregoing expressly designated by the Commission as confidential.

(d) In the discretion of the Commission, other files, including those excepted in subsections (a), (b) and (c) hereof, upon written request describing in detail the documents to be inspected and the reasons therefor.

WHEREAS, The Commission is of the opinion that it will best conduce to the proper dispatch of business and to the ends of justice that all interested persons be given an opportunity to file briefs and to appear before the Commission and argue orally why the above proposal should not be adopted or why it should not be adopted in the form proposed by this order.

NOW, THEREFORE, IT IS HEREBY ORDERED, That, upon the written request of any interested person, oral argument be held before the Commission en banc on March 1, 1944, at 10:30 A.M., as to why the above proposed rule should not be adopted or why it should not be adopted in the form proposed by this Order. Such requests for oral argument shall be filed by all persons desiring to appear on or before February 16, 1944 and each such request shall be accompanied by a brief.

Double Hero

MURDERS solved, stolen cars returned, runaways apprehended—all in a day's work at WDAY Fargo, N. D. A few days ago one of the staff secretaries located a 12-year-old runaway being sought by the police. Two nights later Operator Carley broadcast a stolen car bulletin. An hour-and-a-half passed, and Announcer Ebert and Miss Carley walked out of the Bison Coffee Shop smack into the missing car. They tore back into the studio and phoned the Fargo Police Dept. After a squad car chase up Fargo's Broadway, the car was caught and WDAY became a double hero.

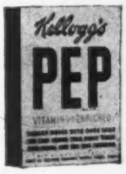
SINCLAIR
H-C
GASOLINE

KREML SHAMPOO

the move is to mutual

and to more and more of Mutual!

	STARTING MUTUAL HOOKUP	PRESENT NO. OF STATIONS
Sinclair Refining Co.	25	133
R. B. Semler, Inc.	7	178
Employers' Group Insurance	15	180
Kellogg Company	39	200
Pharmaco, Inc.	109	200
Gillette Razor	110	344*


Kellogg's
PEP
VITAMIN ENRICHED

Feen-a-mint
LAXATIVE

MUTUAL

*Even the world's largest network isn't large enough for Gillette so we round up additional, non-Mutual Stations for these broadcasts.

HERE IS THE ANNUAL REPORT OF KFNF, SHENANDOAH, IOWA

Broadcasting Operation of KFNF, the Friendly Farmer Station, Compiled for Advertisers and Agencies

in **1943**

KFNF operated on a normal broadcasting schedule of 86 hours a week.

KFNF devoted 30% of its time to non-commercial public service and war effort programs.

KFNF carried a total of 2,617 commercially sponsored half-hour broadcasts.

KFNF carried a total of 3,362 commercially sponsored quarter-hour broadcasts.

KFNF broadcast a total of 10,114 commercially sponsored announcements.

KFNF served a total of 125 advertisers. 57 of these were new advertisers.

KFNF SALES INCREASE IN 1943 WAS 73.3% OVER THE PREVIOUS YEAR

And in **1944**

KFNF Continues Its Record As the Result-Getting Station of the Nation's Richest Farm Area

KFNF

SHENANDOAH, IOWA

"THE FRIENDLY FARMER STATION"

1,000 WATTS 920 KC

For availabilities, write or wire
Frank Stubbs, Manager, KFNF, Shenandoah, Iowa

MORE FMBI REGISTRATIONS

AN ADDITIONAL 117 advance registrants for the Jan. 26-27 convention of Frequency Modulation Broadcasters Inc. at the Hotel Commodore, New York, have been received since publication of the list in the Jan. 17 BROADCASTING. The new advance registrations bring the total to 292. The list follows:

National Life & Accident Insurance Co. (WSM-FM), Nashville, George A. Reynolds.
Truth Publishing Co., Inc (WTRC), Elkhart, Ind., Lester W. Zellmer.
WHBY Green Bay, Wis., James A. Wagner.
Record-Herald Co., Wausau, Wisconsin, J. C. Sturtevant.
General Mills, Minneapolis, E. G. Smith.
WCAX Burlington, Vt., Charles P. Hasbrook.
Maryland Broadcasting Co. (WITH) Baltimore, Thomas G. Tinsley, II.
Philco Corp., Philadelphia, William Balderston, F. J. Bingley.
WKNE Keene, N. H., David Carpenter, Chicago Sun, Clem Randau.
American Network, Boston, Nata Addis, William B. Lewis.
J. Walter Thompson Co., New York, Linnea Nelson.
WHN New York, Herbert L. Pettey.
WMIT Washington, D. C., Lewis Windmuller.
WHIS Bluefield, W. Va., J. H. Shott.
Tierney Mining Co., Bluefield, W. Va., L. C. Tierney.
WFIL Philadelphia, Roger W. Clipp.
WCAU Philadelphia, Dr. Leon Levy, Norris West.
KUSA Kansas City, John Helquist.
HCJB Quito, Ecuador, Elkhart, Ind., Clarence C. Moore.
WGAN Portland Broadcasting System, Inc., Portland, Me., Fred R. Lord, C. E. Gatchell.
The Hartford Times (WTHT), Hartford, Conn., C. G. DeLaney, R. K. Blackburn.
Scranton Broadcasters. (WGBI) Scranton, Pa., K. R. Cooke, George D. Coleman.
Schenley Distillers Corp., New York, S. D. Gregory.
Richmond Radio Corp., (WRNL) Richmond, J. B. Wise, E. S. Whitlock, R. W. Raabe.
May Broadcasting Co. (KMA) Shenandoah, Ia., J. C. Rapp, Ray Schroeder.
Lancaster Electronic Labs., Lancaster, Pa., R. P. Nick, F. H. Altdoerffer.
WABF New York, Anita DeMars.
Journal-Gazette Co., Fort Wayne, Ind., M. M. Ellingham, F. B. Ritchey.
Associated Music Publishers, New York, K. R. Smith, Wm. J. Herdman, Ben Selvin, Loren Watson, Clint Finney.
WEBR Buffalo, Paul E. Fitzpatrick, Cy King.
Pawtucket Broadcasting Co., (WFCI) Pawtucket, R. I., Howard W. Thornley, Gilbert W. Johnson.
WMUR Manchester, N. H., Hervey Carter, Vincent H. Chandler.
Plaza Court Broadcasting Co. (KOCY), Oklahoma City, Okla., M. H. Bonnebrake.
Ohio Broadcasting Co. (WHBC), Canton, O., Kenneth Sliker, William H. Vodrey Jr.
WJR Detroit, P. M. Thomas, R. Fitzpatrick.
The News, New York, C. E. Denton.
Transcript Publishing Assn., North Adams, Mass., James A. Hardman, James A. Hardman, Jr.
Durham Radio Corp., (WDNC), Durham, N. C., J. F. Jarman.
Metropolitan Television, New York, L. L. Thompson, Theodore B. Grenier, William Blacksher.
Doolittle Radio Inc., Chicago, E. M. Doolittle, Dudley Gray, C. M. Rodman.
Earle C. Anthony Inc., (KFI-KECA) Los Angeles, Curtis W. Mason.
Oshkosh Broadcasting Co., (WOSH) Oshkosh, Wis., Myles H. Johns.
WSRR Stamford, Conn. Harold H. Meyer, Edward Markman.
Alamance Broadcasting Co. (WBBB), Burlington, N. C., E. Z. Jones, Wilton Lane.
Iowa Broadcasting Co. (WMT), Cedar Rapids, Ia., Charles F. Quentin.
United Broadcasting Co. (WHK-WCLE) Cleveland, Ralph H. DeLany.
WGN Chicago, G. W. Lang.
The Blue Network, New York, G. O. Milne, Frank Marx.
The Valley Broadcasting Co. (WSTV-WJPA), Steubenville, Ohio, John J. Laux, Joseph M. Troesch.
KFUO St. Louis, Carl H. Meyer.
KFAB Lincoln, Neb., Mark W. Bullock.
WRAL Raleigh, N. C., Stanley H. Brown.
Muzak Radio Broadcasting Station, (WGYN) New York, Carl J. Shaefer.
Zenith Radio Corp., Chicago, Ed. Brown.
Belmont Radio Corp., Chicago, P. S. Billings, H. C. Mattes, W. L. Dunn.
Globe Democrat Publishing Co., St. Louis, Charles W. Nax.
General Electric Co., Electronics Dept., Schenectady, N. Y., W. R. David, W. G. Broughton.
Central Broadcasting Co. (WHO) Des Moines, P. A. Loyet, Wm. M. Brandon, J. O. Maland, Buryl Lottridge.
Canadian Broadcasting Corp., Montreal, J. E. Hayes.
British Broadcasting Corp., New York, John Salt.
National Association of Broadcasters, Washington, D. C., Robert T. Bartley.
Porter and Haley, Washington, Andrew G. Haley.
WNEW New York M. J. Weiner.
WHB Kansas City, Donald Dwight Davis.
WBRK Pittsfield, Mass., Monroe B. England.
Espey Mfg. Co., New York, Harold Shevers, Jack Rosenbaum.
Paul H. Raymer Co., New York, Paul H. Raymer, F. C. Brokaw.
N. W. Ayer & Son, New York, C. R. Browne, R. H. Penndorf, G. M. Lewander, J. E. Frazer, P. A. Cleland.
Bamberger Broadcasting Service, (WOR) New York, Theodore C. Streibert, J. R. Poppele.
WBCA Capitol Broadcasting Co., Schenectady, N. Y., Leonard L. Asch.
WBNS Columbus, O., Lester F. Nafzger.
Nashville Radio Corp., Nashville, Thomas M. McNicholas, E. B. Stahlman, Jr., J. T. Griscom.

Post-War Glimpse Given Minn. Hardware Assn.

BEFORE hostilities cease, the radio industry will be prepared for the tremendous post-war market in radios, according to J. H. Rasmussen, commercial manager of Crosley Corp., who spoke before the annual meeting of the Minnesota Hardware Dealers' Assn. in Minneapolis on Jan. 20.

"It is not too early," Mr. Rasmussen told the dealers, "to start identifying your stores as radio and appliance dealers as soon as products are available." Mr. Rasmussen predicted that the models which will go on sale after the war will have a normal year's model changes.

Marmor Joins BMI

WITH expansion of West Coast operations, Broadcast Music Inc. has added Eddie Marmor to its Hollywood staff as assistant to Eddie Janis, manager. Mr. Marmor formerly was associated with Edwin H. Morris Co., Hollywood music publishers. Merritt Tompkins, vice-president and general manager of BMI New York, has been in Hollywood conferring with Mr. Janis and instituting expansion program.

FREC Selects Programs

SELECTED programs for school listening during the month of February have been chosen by the Federal Radio Education Committee in Washington. The list of 36 suitable radio programs for children may be obtained by addressing the Committee, a division of the Office of Education, Washington 25.

ALFRED R. BECKMAN, former assistant sales service manager of the Blue, has been named commercial supervisor in the Blue traffic department, replacing Gordon Vanderwalker, now a lieutenant in the Navy.

First Choice

LISTENERS COVERAGE POWER MARKET

WNOX is under the same sound management policy as WCPO—Cincinnati, Ohio; and WMPS — Memphis, Tennessee.

CBS

REPRESENTED BY
The
BRANHAM
Co.

WNOX

10000 WATTS • 990 KC • KNOXVILLE, TENN.

SCRIPPS HOWARD RADIO Inc.
Affiliated with
THE KNOXVILLE NEWS-SENTINEL

Cutting
Another
Record
is the
biggest
job
of our
lifetime

Not in all Presto history have we ever produced so much of such importance . . .

As leading manufacturers of sound recording equipment, Presto has been an ever-increasing source of highly important electronic equipment for military uses.

Our facilities have been expanded—our knowledge and experience greatly broadened—our manufacturing and technical know-how daily widened.

The result will be evident in Presto post-war production and products. In the interim we are all set to cut another record in 1944—to make it an even greater year in Presto production for victory!

* * *

P.S. Invest in invasion in 1944! Not all can fight, but we all can work, sweat and save for our future. Use every dollar and dime you can spare to back the attack with War Bonds.

Presto Recording Corporation
NEW YORK 19, N. Y., U. S. A.
World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

Fourth of Daily Newspapers List All Radio Programs Free

ANPA Survey Reveals 563 Treat Logs as News; 271 Publish Information Only as Paid Ads

ABOUT ONE-FOURTH of the country's newspapers publish complete radio program listings without charge in their respective communities, a survey just announced by the American Newspaper Publishers Assn. disclosed.

ANPA last month sent questionnaires to all daily newspapers in the U. S. seeking information about the practices of publishers in handling radio program listings. Of the more than 800 who replied only 186 reported that they published listings of all stations in their communities according to the ANPA tabulation released in mid-January. Of 563 newspapers which do publish radio listings without charge, 326 reported they did not carry the program logs of all stations in their communities, while 31 said they published the majority of stations' listings.

Published as Paid Ads

There were 271 newspapers which replied that they carried program listings only as paid advertising. Of that number 19 publish advertising of program listings regularly, either daily, weekly or monthly, and 119 carry such advertising when it is offered, which is only occasionally. Two said they would accept no radio advertising and 111 would publish such space if offered but none has been tendered by radio.

Two others discriminate against local stations. They indicated they would carry advertising by national but not local stations. Five others exchange advertising space for radio time and one publisher reported he would carry program listings free if the station would buy a half-page ad in conjunction with the programs.

Twenty newspapers said they did not publish program listings free but did carry news items ranging in space from one to three inches, a majority being the AP highlights of network programs. Of the 271 newspapers not publishing radio program listings free, four own and operate stations, four have financial interests in stations and one has an application pending before the FCC.

A total of 106 newspapers reported they published programs as news at one time but discontinued them. Another 128 have never carried listings. Of those discontinuing, 89 reported little or no unfavorable reaction after dropping listings, 8 said some complaints were received and 9 failed to answer that particular question. Time of discontinuance of free publication varied as follows:

Discontinued within last six months, 7; six months to a year ago, 3; one to two years ago, 13; two to five years ago, 20; five to 10 years ago, 24; 10 to 15 years ago, 20; 15 years ago or more, 6; not answering, 13.

Of the 271 newspapers not carrying free program listings, 185 made no survey to determine reader interest, 13 reported having made complete or partial surveys which disclosed minor reader interest; three reported high reader interest; one said program listings would have to be resumed when newsprint shortage is relaxed, and another replied that when its local station joins the Blue Network it "may require resumption of program listings."

Only 39 newspapers of the 563 which reported publishing program listings free have no financial interest in radio, while 92 own or operate stations and 412 have some financial interest. Two have applications pending before the FCC and one plans to file for a frequency.

Trade names are not used in program listings by 493 newspapers, while 11 others print trade names. Four use trade names only for the newspapers' respective stations, while 16 others reported they try to eliminate them where possible.

On daily space used in publishing program listings, 211 newspapers reported they devote from 11 to 20 inches; 163 give 21 to 40 inches; 115 contribute 6 to 10 inches and 29 use space ranging from 41 inches to more than 100 inches. Only 28 publications devoted less than 5 inches of space to listings.

GABRIEL HEATER, whose Mutual news programs have originated at his home in Long Island, is now heard from Ponta Vedra Inn, Fla. Program is sponsored by R. B. Semler Inc., Zonite Products and Barbasol Co.

BACK TO TEXAS

Goes Hough, Satisfied With FCC Ownership Rule

GRATIFIED over the outcome of the newspaper-ownership proceeding, which culminated in dismissal Jan. 13 of the proposed orders to ban such ownership, Harold V. Hough, general manager of WBAP-KGKO, Fort Worth, and chairman of the Committee since its formation in 1941, told BROADCASTING last week that he was "going back to Texas".

"I see no goblins in the Commission's order", Mr. Hough said. "The Committee is plainly on record to the Congress as to its wishes. There are no changes in that". The Steering Committee on Jan. 14 "welcomed" the dismissal but added that its position as to the need for clarifying legislation by Congress with respect to the powers of the Commission "is unchanged".

"*Thanks*

. . . FOR THE AFTERNOONS OF SOLID PLEASURE"

—MRS. A. J. E.

WFBR IS FAST CORNERING BALTIMORE'S DAYTIME AUDIENCE

More and more letters like this one are coming in every day from Baltimore women.

With daytime program competition constantly increasing, we stepped up our programming even further. And the latest surveys tell the story! *Showing a 50% increase in our afternoon rating during the last three months!* Naturally, we're proud of this increase.

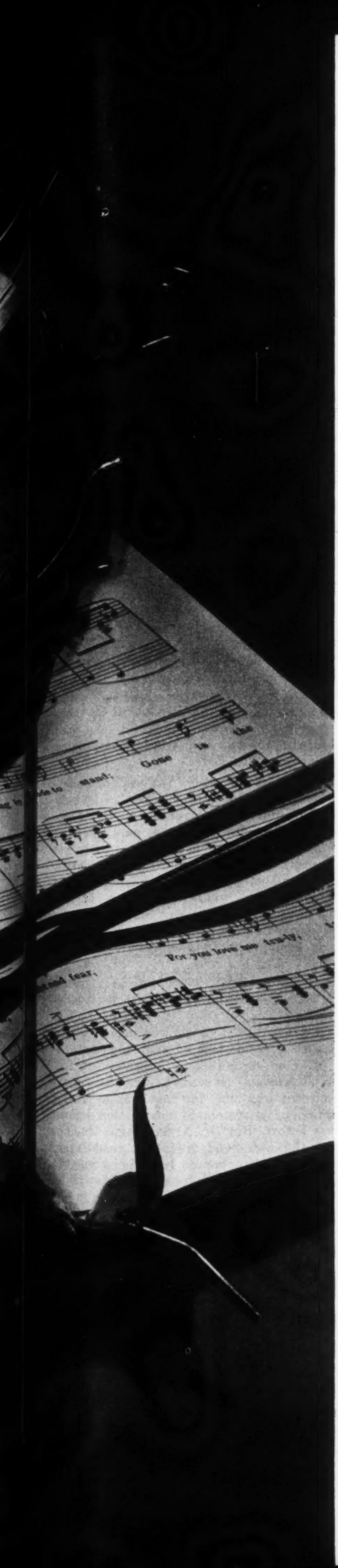
It's just further proof of what we've been saying right along . . . that, if you want to completely cover Baltimore, America's sixth largest city, WFBR is the station to do it . . . with a signal that is *strong* enough and *clear* enough to give you concentrated coverage in an area of well over a million people!

RADIO STATION WFBR BALTIMORE

NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.

Words and Music by
Carrie Jacobs-Bond
you tru - ly.
Ah! yes, 'tis some-thing
hand,
p legato
dear,
tru - ly.
rall.
dreams when I feel you are near,
All rights reserved, including the right of public performance for profit
Copyright, MCMXXXVIII by Carrie Jacobs-Bond & Son
Printed in U. S. A.
B 400

The famous Earl Stradivari, from the Wurlitzer collection, featured over the air in the Prince Matchabelli Stradivari Orchestra.



...instrument of inspired music!

but only in the hands of a fine musician

Just a few inches of carved wood and four mute strings! But in the skilled hands of an artist, this rare Stradivari becomes a mellow musical voice to sway thousands.

And in a similar way, Spot Radio Advertising *in skilled hands* becomes an effective instrument for swaying thousands of listeners to a product.

Many years of practical experience and intensive study have given us the ability to help you make Spot Radio a powerful builder of sales.

PAUL H. RAYMER COMPANY

PAUL H. RAYMER COMPANY • RADIO STATION REPRESENTATIVES

NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO • LOS ANGELES

Editorial

Politics

A typical campaign-year political tempest has been stirred over the nomination by President Roosevelt of E. K. Jett to be a member of the FCC. Mr. Jett is the best qualified man in sight for the FCC vacancy by virtue of his excellent naval background, his experience with the Commission since 1929, and as its chief engineer since 1938.

The only objection relates to Mr. Jett's politics. He was named as a non-Democrat, and therefore presumably as a Republican, since he is to fill a post heretofore held by a Republican. Mr. Jett has never voted. The Communications Act states simply that the FCC shall have seven members, not more than four of whom shall be of the same political party. There are four members of the Commission named as Democrats. There are two Republican members. Therefore the seventh post—to which Mr. Jett has been named—must be filled by a non-Democrat.

Mr. Jett says he is not a Democrat. There is the contention that he is not a Republican because he has served as chief engineer under Chairman Fly, a vigorous New Dealer. But Mr. Jett received his first appointment to the old Radio Commission when Herbert Hoover was President. Thus, by this same kind of reasoning, he must have been a Republican then.

To those in radio, it makes no difference what Mr. Jett claims as his politics. He isn't a politician. He is a practical, sound engineering executive who has done an outstanding job for his Government. He deserves the promotion to the Commission, whether he calls himself Republican, Independent or Bull-Mooser.

We are confident that once Mr. Jett appears before the Senate Interstate Commerce Committee, irrespective of party considerations, he will win the Committee's endorsement. That's because he is an open-minded, fair, public servant, who will vote as his judgment dictates and not by political label.

Evans' Evangelism

SILLIMAN EVANS, publisher of the *Chicago Sun*, has launched a sort of one-man campaign against radio, presumably as self-appointed spokesman for publishers not in radio. It isn't, we assume, because Mr. Evans had no designs on becoming a publisher-broadcaster, because the *Sun* had WJWC, in Chicago, but tossed in the sponge last year because it couldn't get better facilities. And, as publisher of the *Nashville Tennessean*, Mr. Evans several years ago tried to get a station in Nashville, but that got hung up somehow.

Mr. Evans' address before a Chicago journalism council was as inaccurate as it was violent. He damned publishers for their "stupidity" in "building up" radio, and damned radio for competing with newspapers. He criticized the FCC's newspaper ownership ruling as not conclusive, and then urged as an alternative, that no newspaper should own a station, but that the media shall be out and out competitive.

But these vitriolic outbursts answer themselves, for they hark back to the horse-and-buggy days of newspaper opposition to radio. Mr. Evans' plea for legislation to require the recording of all broadcasts on the grounds that stations carry advertising verbiage which the "newspaper in the community probably turned down on ethical standards" is a new note. He said that the "limited monitoring" done by the FCC is not sufficient.

We didn't know the FCC monitored radio advertising. We thought that was a function of the Federal Trade Commission. Maybe we're wrong, but the annual report of FTC, issued just a week ago, brings out that during the last fiscal year the Radio & Periodical Division examined 339,246 advertisements in newspapers, magazines, farm and trade journals, of which 25,949 were noted as containing representations that appeared to be "false or misleading". There were 1,045,484 commercial radio continuities examined, including network, individual station and transcription, of which 22,329 were "marked for further study as containing representations that might be false or misleading".

On that score it looks as though Mr. Evans just didn't have his facts straight. Or perhaps it was a bit of bad reporting.

Now, let's scan these: "Honeymoon Love Drops—Secret Aroma to Win the One You Love". "For Hard-to-Heal Leg Sores, Ulcers—Old Sores—Open Legs". "Specializing in the Removal of Acne Pits, Also Wrinkles Under Eyes." "Win the Battle with Constipation Miserys".

Those, Mr. Evans, are just a few headlines from ads appearing on a single page in a current issue of one of the metropolitan dailies (no radio affiliation).

Radio doesn't accept such copy.

Ruled Best and Least?

IN RECENT weeks there has been a tendency toward emphasis of "talks" programs on networks and individual stations. There has always been a substantial amount of radio's time (which happens to be its only income source) devoted to public discussion types of sustainings, from forums and roundtables to speeches by individuals in public life—national, state or local.

This new emphasis may result from the discussion in Congress, notably at the hearings before the Senate Interstate Commerce Committee, on the White-Wheeler Bill (S-814). Chairman Wheeler has berated stations and networks for not affording equivalent facilities for such discussions. He has heaped criticism upon certain commentators, and has insisted that equal opportunity for response be afforded to reach the same audience.

Others have taken up the issue. The result appears to be that more stations are carrying these sustaining "talk" features and perhaps more are being scheduled.

The public shouldn't be overburdened with such programs, and won't be so long as broadcasters continue to exercise their independent judgment, based upon known audience studies.

It has become evident, we believe, even to the most ardent advocates, that it is futile to attempt to write in the law a "fairness" clause without destroying "freedom of radio".

The American public is the best informed in the world. It is also the best entertained. That's because the American system has made radio keen and competitive and its broadcasters sensitive to the public tastes.

Our Respects To -

DR. EDWIN HOWARD ARMSTRONG

FM ARE magic letters in radio. They spell for broadcasters the new frontier when victory is won. They mean for millions of listeners a new era of "staticless" radio. Overall, they spell a "radio revolution"; new vistas for broadcasting which will make possible the operation of as many stations as necessary to meet the demand.

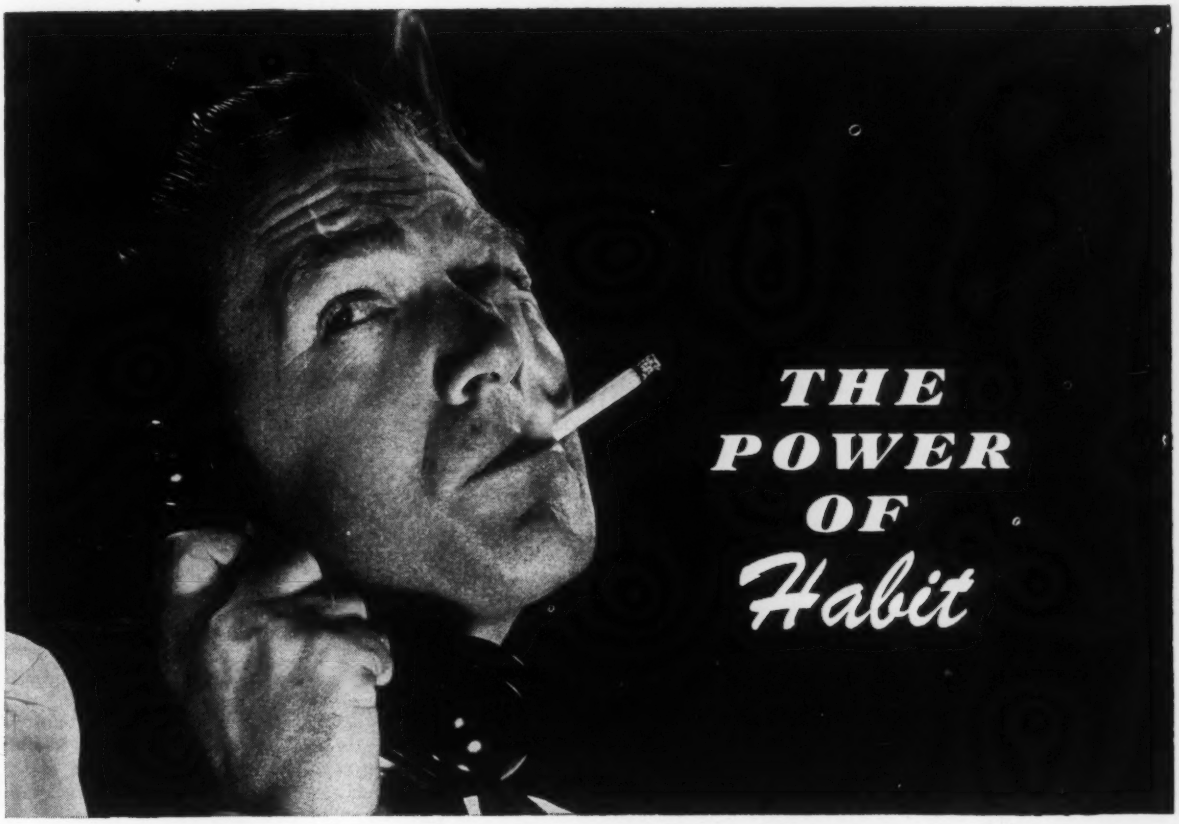
This week some 400 broadcasters and satellite operators will gather for the convention of FM Broadcasters Inc. There will be radio manufacturers, advertising agencies, newspaper observers and others. All will be there in tribute to the inventive genius of one man—Dr. Edwin Howard Armstrong, whose name is synonymous with FM.

Radio lore records many "fathers" of standard broadcasting. FM, however, lays claim only to a single undisputed parenthood—Dr. Armstrong. Many tributes have been paid this shy, almost awkward Columbia U. professor in his quarter-century as an engineer and scientist. But none will surpass the testimonial at the FMBI convention, where the cream of the nation's broadcasters will pay him homage by girding for full-scale commercial FM operations as soon as war-time restrictions are lifted.

Back in November, 1935, Dr. Armstrong first publicly disclosed his new method of wide-band frequency modulation. He presented a paper to the Institute of Radio Engineers in New York titled: "A method of reducing disturbances in radio signalling by a system of frequency modulation." It wasn't "frequency modulation" that was new, for that was a generic description of a system of modulation known 30 years before. But Dr. Armstrong's development of the wide-band frequency modulation which reduced disturbances 1000 times was the invention that overnight became known as "FM".

Dr. Armstrong is credited with four outstanding inventions: (1) the Regenerative Circuit in 1912; (2) superheterodyne receiving system in 1918 while serving in France as a major in the Signal Corps; (3) super-regenerative circuit, in 1920; (4) wide-band frequency modulation, in 1933. This last invention is destined to be his greatest. Its uses are not restricted to aural broadcasting. It is employed in many modes of communications where reliability and freedom from atmospheric disturbances are essential. Its use in war pursuits won't be disclosed in full measure until the enemy is beaten. A year ago American In-

(*Continued on page 40*)



Smoking is, in itself, a habit.
But so is every little move which you make while doing it.

The people of Southern New England have developed a habit which we like to talk about . . . the habit of depending upon WTIC for the best in radio.

Audience studies indicate that WTIC enjoys a greater number of listeners than any other station in Southern New England. And the people who listen so regularly to WTIC possess a buying income that is 50% higher than the average for the entire United States.

WTIC reaches the people who are in a position to spend money for your product. That's why we suggest that you let WTIC carry your sales message to Southern New England. The results are bound to satisfy you.

IN SOUTHERN NEW ENGLAND
PEOPLE ARE IN THE *Habit* OF LISTENING TO WTIC

WTIC
50,000 WATTS

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET
The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Network
Represented by WEED & COMPANY, New York, Boston,
Chicago, Detroit, San Francisco and Hollywood

Personal NOTES

LUTHER L. HILL, executive vice-president of the Iowa Broadcasting Co. on leave, recently was promoted to colonel in the Army Air Force. He was commissioned a major April 29, 1942. Col. Hill is commanding officer of the Army Air Forces Redistribution Station No. 2 in Miami.

ROBERT D. BORLAND has been named operations manager of the United Broadcasting Corp. (WHK-WCLE), Cleveland.

STANLEY H. MANSON, public relations manager of Stromberg-Carlson Co., Rochester, N. Y., has been named program chairman of the Radio Manufacturers Assn.

JOHN FERRAN, New Orleans newspaper advertising salesman, has joined the sales staff of WDSU New Orleans.

D. W. THORNBURGH, vice-president in charge of the Pacific coast division of CBS, has been elected to the board of directors of the Citizens National Trust & Savings Bank.

E. A. BARRYMORE, formerly of KJBS and KYA San Francisco, has joined KPRO Riverside, Cal., as sales representative.

PAUL SOUTHARD, vice-president of Columbia Recording Corp., Bridgeport, has taken over direction of the company's advertising department in the absence of Alex Steinweiss, who has left for service in the Navy.

ROBERT J. SMITH, account executive in the Mutual sales department, has been granted a temporary leave of absence because of illness.

TED HERBERT, Blue salesman, is the father of a boy.

LEE NEAL has joined the sales staff of WIP Philadelphia, replacing William A. Banks, who left to take over operation of WHAT Philadelphia.

ALEX W. DANNENABUM Jr., former sales manager of WDAS Philadelphia, has been promoted to major in the Army Quartermaster Depot.

A. R. GRIFFES, merchandising director; John A. Tappin, director of grocery trade relations, and R. M. Fanning, grocery dept. manager, of WLW Cincinnati, are attending the 1944 War-Postwar Conference being held in Chicago, Jan. 24-26.

Lasker Commissioned

FORMER WORL Boston time salesman, Yale Lasker, has recently been commissioned a second lieutenant in the Army Air Corps. The son of George Lasker, WORL general manager, young Lasker worked for the station while he attended Northeastern U. just prior to his entry into the service. He is spending a short leave with his parents in Boston before returning to duty at Chanute Field, Illinois.

Lt. Lasker

THOMAS PELUSO, NBC Western division musical director, recently completed composition of a grand opera, "The Refugee".

Our Respects to

Continued from page 38)

stitute of Electrical Engineers presented to Dr. Armstrong the 1942 Edison Medal, highest award of the profession. At a special session on Jan. 27, 1943, AIEE said:

"Probably no one man has contributed as many fundamental radio inventions or so closely touched on our everyday life as Maj. Armstrong. The discovery of the regenerative circuit made possible long-distance wireless communication and the building and operation of world-wide communication system. Then, as broadcasting began to grow, the superheterodyne circuit became the greatest stimulant to the art, bringing with it better reception and the attendant increase in enjoyment to millions of listeners. At the same time the manufacture of apparatus and the building and operation of stations brought work and prosperity to thousands. The super-regenerative circuit made practical the first two-way police communications system on the ultra-shortwaves and has resulted in more rapid police action in safeguarding property and in the protection of life and limb. Now the frequency modulation system of communication is beginning to give the public a finer radio service, and, like Maj. Armstrong's other inventions, is destined to add much to the nation's enjoyment and wealth."

Prof. Armstrong has received many other honors, including the degree of Dr. of Science from Columbia U. in 1929 and from Muhlenberg College in 1941; the Medal of Honor of the Institute of Radio Engineers, 1917; the Egleston Medal of Columbia U. 1939; Holley Medal of the American Society of Mechanical Engineers, 1940; Franklin Medal of the Franklin Institute, 1941; John Scott Medal awarded by the Board of Directors of City Trusts, Philadelphia, 1942. He was made a Chevalier de la Legion d'Honneur by the French Government in 1919 and received one of the 19 national awards of the "Modern Pioneer" by the National Assn. of Manufacturers in 1940. The Radio Club of America has established an award in his honor to be known as the Armstrong Medal.

Edwin Howard Armstrong was born in New York City Dec. 18, 1890. He became interested in "wireless" while both he and the new science were practically in knee britches. His father was manager of the American branch of Oxford Press, and each year took a trip to England. He never failed to bring back a science book to his son. One year there came *The Boy's Book of Inventions*, which Maj. Armstrong still prizes. It was the story of Marconi and his "wireless telegraphy" that awakened his imagination and led him into the field in which his name ranks alongside that of the venerated Italian.

Howard Armstrong became a radio "ham" and began putting together his own apparatus. He found he could improve on the existing pioneer models and maintained an up-to-snuff ham station at his home in Yonkers. He began his engineering studies at Columbia U. and promptly became a protege of the famed Michael I. Pupin, who in 1920 was to receive the Edison Medal. While an undergraduate he became interested in operating properties of the audion detector, which set him on his inventive course.

In 1913 he graduated from Columbia with an electrical engineering degree. But even before he finished the course he had contributed an invention that revolutionized transmission — the regenerative circuit.

Then came the succession of inventions, culminating in his system of wide-band FM. When the Edison Medal award was made, AIEE stated:

"This system of radio communication is radically different from the amplitude modulation system now in general use. It provides a means for producing staticless and noise-free signals with fidelity and tonal range not previously obtained with the present broadcast facilities. In addition to eliminating much of the noise level from broadcast radio programs which are prevalent in urban areas, the system provides means for transmitting on several separate channels over one carrier, and in addition, makes possible the use of the same carrier frequency by a number of stations separated by only a few hundred miles without causing mutual interference on that frequency."

Dr. Armstrong still maintains the residence in Yonkers, the family home where the regenerative circuit invention was made, but since his marriage to Marian MacInnis in 1923 has lived in New York City. Since 1934 he has been Professor of Electrical Engineering at Columbia U. and is engaged entirely in research in the Marcellus Hartley Research Laboratory.

Correction

JOHN G. BALLARD is now manager of WBIR Knoxville and not WLAP Lexington, Ky., as incorrectly stated in the Jan. 17 BROADCASTING. Ted Grizzard is WLAP manager.

Comdr. Butcher in Washington During Gen. Eisenhower Visit; Luncheon Guest

ANNOUNCEMENT last week that Gen. Dwight D. Eisenhower had been in Washington before assuming his London post as Supreme Allied Commander also brought the disclosure that Comdr. Harry C. Butcher, former CBS Washington vice-president and naval aide to the General, was in Washington at the same time. Comdr. Butcher visited with his wife and daughter who reside in Washington with Mrs. Eisenhower. He departed for London at the same time, continuing in his capacity as naval aide.

Before his departure from Algiers, Comdr. Butcher visited with William S. Paley, CBS president, who is in the Mediterranean theatre on a special mission for OWI. Mr. Paley, he reported, is headquartering in Algiers but has been on a number of special missions. He did not know the duration of his stay, but indicated it might be for a substantial period. Mr. Paley is reporting directly to OWI Director Elmer Davis.

Comdr. Butcher's stay in Washington was secret. No mention of it was made until Gen. Eisenhower arrived in London to assume his new command.

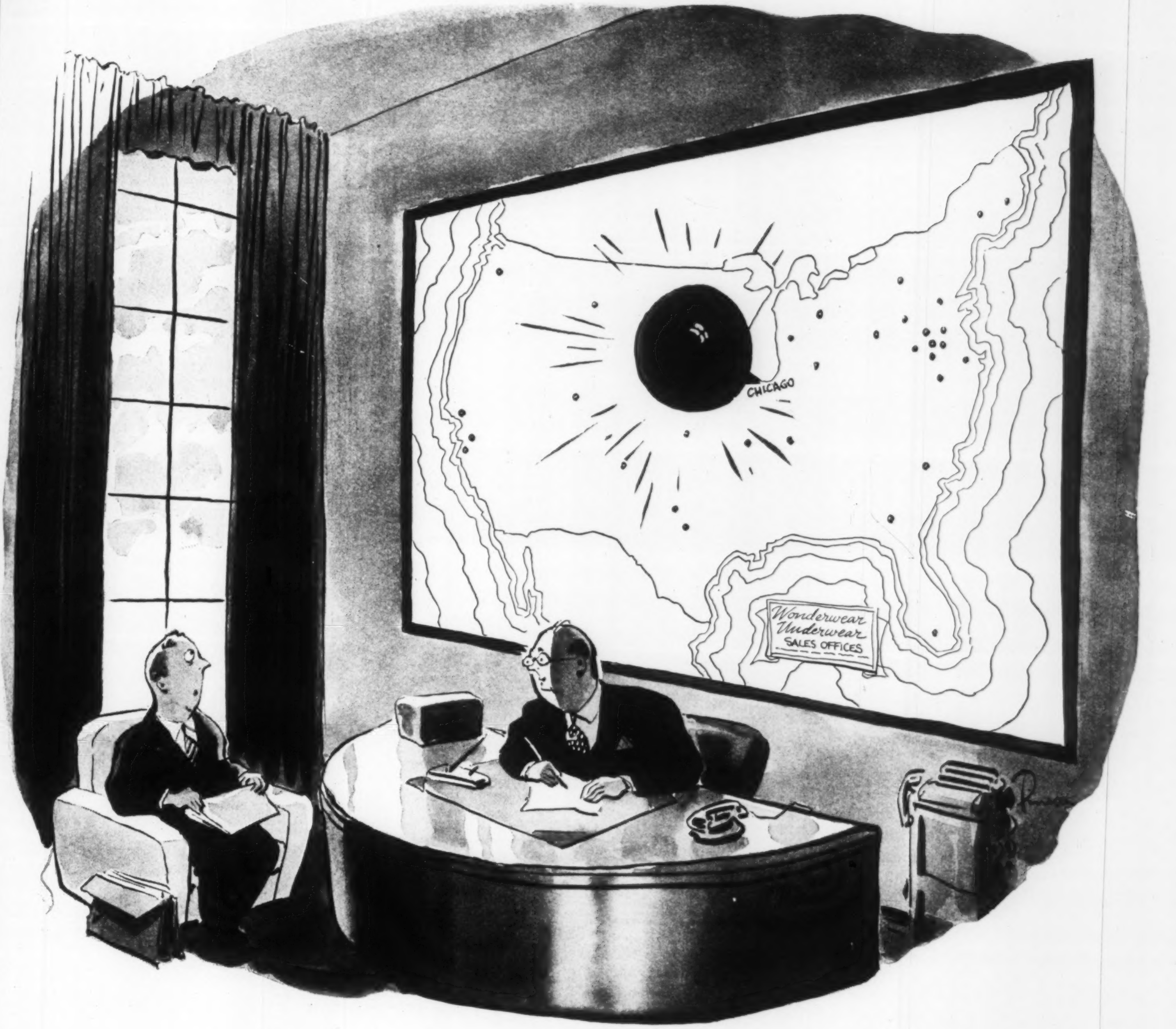
Comdr. Butcher was guest at a luncheon of former CBS officials arranged by Earl Gammons, director of CBS Washington operations and Mr. Butcher's successor. Among those present were Edward Klauber, deputy director of OWI and former CBS executive vice-president; Lt. Col. Lawrence W. Lowman, former vice-president of CBS in charge of operations; Lt. Comdr. Mefford R. Runyon, Bureau of Ships, former CBS vice-president in charge of station operations. Others present included H. Leslie Atlass, CBS Central Division vice-president, and Comdr. John W. Guider, Bureau of Ships, and Lt. Comdr. Duke M. Patrick, Office of Naval Communications, former CBS Washington counsel.

Maj. Leyshon Appointed

MAJ. HAL LEYSHON, former editor of the *Miami Daily News* and manager of WIOD, Miami, last week was named executive officer of the Army Air Forces Group Bureau of Public Relations, Washington. Maj. Leyshon returned recently after a tour of 15 months in the European theatre as executive officer for public relations for the Eighth Air Forces. He was commissioned a captain about two years ago, leaving a public relations business in New York and Miami. A Pulitzer Prize winner as a newspaper editor, Maj. Leyshon specialized in both radio and newspaper public relations before joining the Army.

NBC Foreign Changes

MAX HILL, at one time head of AP's Tokyo bureau, has arrived in Algiers to cover the Mediterranean area for NBC. Grant Parr has been transferred to Ankara and Don Hollenbeck has come to the United States for a rest, after covering the Italian theatre for NBC.



"It's been doing that ever since we started advertising on WGN."

WGN carries more retail, local and national spot business than any other major Chicago station.

A CLEAR CHANNEL STATION

CHICAGO 11 ILLINOIS
50,000 WATTS 720 KILOCYCLES

WGN

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York 17, N. Y. • PAUL H. RAYMER CO., Los Angeles 14, Cal.; San Francisco, Cal.

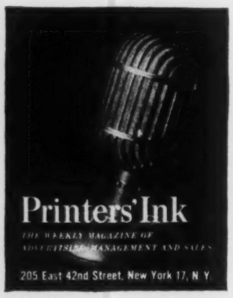
CHILDREN from 9 to 90, flock to buy the products Arthur Godfrey sells. His unique "mike" personality adds flavor to one sponsor's candy and quality to another's socks. A touch of whimsey, a zany, homegrown commercial, a slight softish drawl, a smile in his voice and an occasional "platter" to which he sometimes harmonizes, all contribute to make him one of New York and Washington's favorite guys.

MANY of Godfrey's 17 New York sponsors buy spot, program and network time in other regional and national markets. Most, either directly or through their agencies, find Printers' Ink a big help in planning these campaigns whether radio is the whole or a part of their schedules.

PEPSI-COLA, for example, consistently "hits the spot" because Pepsi-Cola knows the spots to hit. With Godfrey and six Printers' Ink subscriptions, how can they miss? Incidentally, 18 subscriptions go to Newell-Emmett, agency for Pepsi-Cola.

BOND BREAD, a national raw material for health, happiness and the most tempting toast you ever tasted, gets distributed in New York City, too. Godfrey helps as do General Baking Company's two P. I. subscriptions and B. B. D. & O.'s 32.

EVER HEAR of Vicks Va-tro-nol? You have if you've heard Godfrey or if you've read P. I. Conversely, if you're advertising in Printers' Ink the people at Vick Chemical and at their agency, Morse International, have also heard of you. Together these firms account for 8 subscriptions.


Printers' Ink
THE WEEKLY MAGAZINE OF ADVERTISING, MANAGEMENT AND SALES
205 East 42nd Street, New York 17, N. Y.

Among the 17 Godfrey participating sponsors in New York, Printers' Ink has 26 subscriptions and among the 16 advertising agencies who place this business, are 110 more.

This is the way Printers' Ink gets to the people who build, approve and spend the nation's advertising budgets. It dramatizes one of the important reasons why the bulk of media's selling story is placed here. To give *your story* the greatest circulation among advertising, merchandising and sales management men, **buy P. I. . . . first.**

PRICE AND OATES GET POSTS AT CBS

STEPHEN S. PRICE and Edward K. Oates, both of whom have received honorable discharges from the Army, have joined CBS as assistant directors in network operations. Before entering the Army, Mr. Price was with International Press & Radio division of the OWI as a program supervisor and director and previously served as newscaster and producer of WOV New York. He has done writing and producing for WQXR and WBNX New York and for WAAT Newark, N. J.

Mr. Oates was formerly producer and director of WINS New York. He has done publicity for Dorothy Kirsten, soprano, and has worked as engineer for WACE Pittsburgh and for the American Telephone & Telegraph Co., and as assistant director for Bob Cotton's Radio Productions.

WBBM News Changes

CHANGES in the WBBM-CBS news staffs have been announced by Jim Cruisinberry, head of the department. Howard Lewis Emich, a member for seven months, left Jan. 1 to join the news and sports staff of WJR Detroit. Replacing him is Robert Schwartz, a rewrite and editorial man from the *Post-Dispatch*, St. Louis. Mrs. Christine Squire Hill, formerly with UP, has joined WBBM-CBS writing news shows, as replacement for Warren Moore, who was inducted in the Army Jan. 3. Janet Pomeroy, of Northwestern U. School of Journalism and a student of the NBC-Northwestern Summer Radio Institute, joined the news staff Jan. 14.

Rouse Named by Blue

GENE ROUSE, former supervisor of announcers for the Blue central division, last week was named director of the division's news and special events department, effective immediately. Rouse, who entered radio in 1921, is said to be one of the first seven announcers heard on the air. Before entering radio he was active in the newspaper field. He joined NBC's central division in 1931 as a staff announcer. Rouse was night supervisor of Blue announcers in Jan. 1942, when the Blue and NBC split, and was then made supervisor of the Blue staff by E. R. Borroff, vice-president of the Blue and manager of its central division.

C. Coulter DeKlyn

C. COULTER DeKLYN, 49, night manager of WIP Philadelphia, died Jan. 15 in the Burlington County Hospital, Burlington, N. J., after a long illness. He had been in radio about 10 years, formerly with WCAU Philadelphia, and before that at WKAT Miami Beach, Fla. Previously, he had been employed as production manager in the recording department of the Victor Talking Machine Co. in Camden, N. J. Funeral services were held Jan. 17 at his home in Morristown, N. J.

THE BLUE dramatic program, *Gang Busters*, sponsored by Dr. Earl S. Sloan Inc., marked the beginning of its ninth year on the air Friday, Jan. 21.

BEHIND the MIKE

GEORGE B, YOUNG, former program director of KCRJ Jerome, and KWJB Globe, Ariz., is now a sergeant in the Army stationed somewhere in the Pacific. Before going overseas he conducted an all-soldier program *Aberdeen on Parade* from the Aberdeen Proving Grounds, Md., and which was a regular feature of WFBR Baltimore.

BILL HAHN, formerly with WROK Rockford, Ill., has joined the announcing staff of WNAC Boston.

FRANCE LAUX, KMOX St. Louis sportscaster, is at home recovering from a major operation.

THOMAS E. O'CONNELL, free-lance writer, has joined the staff of WGAR Cleveland.

LEON F. DREWS, for 17 years organist at the Heathman Hotel, Portland, Ore., has been named musical director of KPRO Riverside, Cal.

MILLI SCANLON VIRGIEN has been named acting continuity director of the United Broadcasting Co. (WHK-WCLE), Cleveland. She replaces Leslie F. Biebl, who has joined the armed forces.

DON McCAIG, traffic manager of KLZ Denver, is the father of a girl.

FRANK ALLEN, announcer of WWL New Orleans, and Jennie Orlesh, secretary to WWL sales representative Paul Beville, have announced their engagement.

LARRY TREXLER, news editor of WMPS Memphis, has been inducted into the Army.

VAL BROWN, announcer of KFWB Hollywood, has shifted to NBC staff, replacing Frank Barton, recently promoted to chief announcer.

RUTH SWINNEY has resigned as traffic manager of KOY Phoenix effective Feb. 15 and will be married to Capt. Randolph Sorenson of the Army Air Forces.

TOBE REED has been assigned announcer on NBC *Bob Burns Show.* He succeeds Verne Smith, now in the Army.

NEAL VAN ELLIS, announcer of WAOV Vincennes, Ind., has been promoted to the announcing staff of WIRE Indianapolis, parent station.

BERNE ENTERLINE, news announcer of WMBD Peoria, Ill., has been inducted into the Army.

DOUG ADAMSON, former announcer of KGGM Albuquerque, N. M., and KTSM El Paso, Tex., has joined the announcing staff of KPRO Riverside, Cal.

LEON LIPSON, new to radio, has been named head news editor of WCOP Boston.

JACK SNELL, NBC San Francisco sound effects engineer, has been shifted to the network's Hollywood staff.

NELSON McININCH, farm reporter on KFI Los Angeles, is the father of a girl.

FRANK BARTON, announcer of NBC Hollywood, has been named supervisor of announcers replacing Clinton (Buddy) Twiss who resigned to become associate producer of the CBS *I Love a Mystery.*

WALTER McGRAW, former production manager of WKAR East Lansing, Mich., has been named coordinator for NBC's employe program group classes, organized to give NBC personnel an opportunity to enlarge their knowledge of various radio techniques.

ROGER W. BABSON SAYS:

"I rate Portland as one of the outstanding sales cities today. The prospects are that next year (1944) it will rate among the 10 leading cities of the country."

OTHER HIGHLIGHTS FROM THE BABSON REPORT:

EMPLOYMENT: "Factory employment has increased considerably during the last 12 months and will remain high."

PAYROLLS: "Payrolls are the highest ever and this money is flowing rapidly into the tills of local concerns."

RETAIL SALES: "Department store sales are about 20 per cent above a year ago, while sales of independent retail establishments are up close to 25 per cent."

INDUSTRY: "Portland's foundries, steel works and machine shops have stepped up production tremendously during 1943. With an all-out war on Japan there will be no letdown in activity until both Germany and Japan are beaten."

FARMERS: "The farmers in Oregon have had a favorable year. Cash income from farm marketings is about 25 per cent larger than a year ago. Prospects are that the farm population will be ready spenders in the next few months."

KEX

In the Portland Market your best buy is KEX

PORTLAND, OREGON **5,000 Watts**
National Representatives . . . THE PAUL H. RAYMER CO.

GOING PLACES with THE BLUE NETWORK

PVT. BILL ROBBINS, former announcer of WCKY Cincinnati, continues as commentator at the Aberdeen Proving Grounds, Aberdeen, Md.

PHYLLIS HARRIS is now continuity editor of WJLS Beckley, W. Va.

SID TEAR, formerly announcer of WMRC Greenville, has joined the announcing staff of WWNC Asheville, N.C.

JIM TAYLOR, announcer of WHIO Dayton, has been inducted into the Navy. His work has been taken over by Fran Filmore.

CLARENCE H. PRICE, former announcer of WHBQ Memphis, in the Army for more than a year, returned home recently on his first furlough.

HELEN LOOMIS BAUGHMAN has joined the continuity staff of WCAE Pittsburgh.

CORALEE BURSON of Pasadena, Cal., a Coast Guard SPAR, has been added to the Blue *Fighting Coast Guard* program to handle interviews with visiting personalities.

HARRY ASPLEAF, farm service director of KSTP St. Paul, was recently given a testimonial dinner by a group of Minnesota farmers for his service to that area.

WAR ACTIVITIES AWARD of the Advertising Club of Minneapolis is presented Carl W. Jones (center) by Joyce Swan, business manager of the *Minneapolis Star Journal* and *Tribune*. Dr. Miller McClintock (l) addressed the meeting at which the award was presented.

HERMAN ARONSON, formerly announcer of WATL Atlanta, has joined the announcing staff of WROL Knoxville, Tenn.

RICHARD E. STOCKWELL, associate news editor of WCCO Minneapolis, has taken on additional duties as a member of the U. of Minnesota School of Journalism.

TED COTT, program director of WNEW New York is author of a new book *Victor Book of Musical Fun*, to be published by Simon & Schuster.

LEADING AIRCRAFTSMAN Harold Burley, Royal Canadian Air Force, former manager of the Montreal sales office of Northern Broadcasting & Pub. Co., Timmins, Ont., is father of a girl.

JOSEPHINE BEARD has been appointed traffic manager of CJKL Kirkland Lake, Ont. She comes from Brantford, Ont.

NORMAN PALMER, formerly of Brantford, Ont., has joined the announcing staff of CKGB Timmins, Ont.

TOM MOORE, announcer of WIBG Philadelphia before entering the armed forces, has been promoted to first lieutenant in the Air Forces in England.

LYALL SMITH, studio supervisor of WCCO Minneapolis, married Evelyn Harverud of Minneapolis.

BERNARD HANSEN has joined KOA Denver as newsroom editor. Carl Mehl has joined the KOA announcing staff.

CHARLES SCHON, formerly of WHAI Greenfield, Mass., and WTRY Troy, N. Y., has joined the announcing staff of WTAG Worcester.

Blue-NBC Separation

COMPLETE separation of the Blue Network's central division news, special events, program and traffic departments from NBC will soon be effected, according to an announcement made last week by E. R. Borroff, vice-president of the Blue and central division manager. At the present time these departments share space, facilities, and in some cases personnel. Both NBC and Blue have their Chicago quarters in the Merchandise Mart. Mr. Borroff also stated that the Blue would maintain and staff its own news and special events department, conduct its own transcription library, guest relations department and reception staff. Several NBC studios have been leased by the Blue for its Chicago outlet programs. Gene Rouse, formerly Blue supervisor for the Chicago announcing staff, has been named to direct the Blue central division news and special events dept.

LAWRENCE RUDDELL, traffic manager of NBC's international division for 3½ years and for 17 years with Western Union, has been named to the newly-created post of recording supervisor of the Blue network. Function of the new department headed by Mr. Ruddell will be to concentrate on administrative details relating to recording operations arranged with NBC radio-recording division and other recording firms.

MARTIN LANGWEILER, of the promotion department of WFIL Philadelphia, and Shirlee Heims, now with the Treasury Dept., Washington, have announced their engagement.

MARTHA DEANE, women's commentator, resumes her programs on WOR New York Jan. 24 from her home where she is caring for her twins, born New Year's Eve. Ruth Millett, feature writer for NEA Service who has been substituting on the program, is assisting Miss Deane.

FRANK CASON has been named publicity director of WSB Atlanta, succeeding Mary Caldwell who has resigned. Pauline Mozley succeeds Frank Cason as music librarian.

RICHARD BARR, formerly with the Buffalo Broadcasting Corp., has joined WINX Washington, D. C., as program director. Ruth Berner, formerly with the WTOP Washington news room, is now music librarian for WINX.

WALTER S. WIGGINS, program director of KVOE Santa Ana, Cal., is the father of a boy.

VERNE SMITH, announcer on the weekly NBC *Kay Kyser's College of Musical Knowledge*, has been inducted into the Army. William Forman, former news editor of KMPC Beverly Hills, Cal., has succeeded Mr. Smith.

CLINTON (Buddy) TWISS, for approximately two years chief announcer of NBC Hollywood, has resigned to become associated producer of the five-weekly quarter-hour CBS *I Love a Mystery*.

DON CAVITT, formerly of WTAQ Green Bay; Sherwood Lorenz, formerly of WOSH Oshkosh, and Dick Crowley, recently of WEW St. Louis, have joined the announcing staff of WIBA Madison, Wis.

FRANK A. BROWNE has resigned as program director of KTHS Hot Springs, Ark., because of ill health and has returned to his home at Columbia, S. C., to convalesce. He formerly was program director of WAYS Charlotte, N. C.

LET'S LOOK at the RECORD!

(Hooper Shows What Kansas City Knows)

RANKINGS of KANSAS CITY's SIX STATIONS

STATIONS	1st		2nd		3rd		4th		5th		6th	
	Clear	Tied	Clear	Tied	Clear	Tied	Clear	Tied	Clear	Tied	Clear	Tied
Station A	20	2	13	0	4	1	4	0	0	0	0	0
Station B	19	2	10	3	7	2	1	0	0	0	0	0
KCKN	**3**	**0**	**11**	**2**	**13**	**4**	**8**	**1**	**2**	**0**	**0**	**0**
Station D	0	0	5	1	2	2	8	3	20	0	3	0
Station E	0	0	0	1	8	4	11	4	14	1	1	0
Station F	0	0	0	0	1	0	1	1	2	1	38	0

The above table is made from the 44 quarter-hour daytime (8 A.M.-7 P.M.) program ratings in Hooper's May-thru-Sept., 1943, survey of the Greater Kansas City area. It shows the number of times each station ranked in each of the possible six positions.

It's no news to us that we are third—but what **did** surprise us was the number of times KCKN was the **second** station. And when you compare all stations' **listener costs**, it just about makes KCKN the most economical radio buy in Kansas City.

KCKN is fast being "discovered" by value-wise time buyers. Better wire or call your nearest Capper office before the better availabilities are gone.

KCKN Kansas City

The Voice of Greater Kansas City

BEN LUDY, GENERAL MANAGER
KCKN, *Kansas City* • WIBW, *Topeka*

ELLIS ATTEBERRY, MANAGER - KCKN, KANSAS CITY

Capper Publications, Inc.

NEW YORK
422 LEXINGTON—MO. 4-3280

CHICAGO
180 N. MICHIGAN—CE. 5977

KANSAS CITY
21 W. 10TH ST.—HA. 4700

SAN FRANCISCO
1207 RUSS BLDG.—DO. 5220

There's BIG DOIN'S in this part of DIXIE!

the station

10,752 MONEY ORDERS RECEIVED IN RESPONSE TO ADVERTISEMENTS OVER WLAC

Here is proof of the fine returns WLAC is producing for National accounts. Within a period of six months this station has secured a total of 10,752 orders—each containing $1.00 for the item advertised. What's more the number of orders have increased with every passing week, climbing to 895 on the 26th week.

(P. I. Accounts not accepted)

the market

INDUSTRY IN TENNESSEE VALLEY REACHES NEW HIGH!

More than one-half billion dollars worth of mighty dams assure an industrial area of ever-increasing importance. Estimates of the total manufacturing wages in the WLAC area are better than double that of 1940!

WLAC

50,000 WATTS

PAUL H. RAYMER, NATIONAL REPRESENTATIVES

CBS
FOR
NASHVILLE
TENNESSEE
•
THE INDUSTRIAL GATEWAY
TO THE RICH TENNESSEE VALLEY

"Plug Kendrick says:

BLUE NETWORK SHOWS
+
NEWS
+
GOOD LOCAL SHOWS
=
AUDIENCE

WINN
LOUISVILLE
with
WINN
Your
BLUE NETWORK
STATION in
LOUISVILLE, KY.

•

D. E. "Plug" Kendrick
President and General Manager
G. F. "Red" Bauer
Sales Manager

HELEN LEIGHTON, script writer and director of women's activities of WPAT Paterson, N. J., has been named director of radio instruction of Fairleigh Dickinson College, Rutherford, N. J.

FRED WEIHE, director of *Right to Happiness* for Procter & Gamble on NBC, assumes direction of *Brave Tomorrow*, another P&G-NBC program, this week. Chick Vincent has resigned as director of the latter show to work on a program of his own.

JOHANNES STEEL, commentator of WMCA New York, has joined the faculty of the New School for Social Research, where he will give a series of lectures on political science.

DORIS BALES, formerly of KGKN Kansas City, has joined the continuity staff of WLAC Nashville.

ALLAN KALMUS, formerly publicity director of WQXR New York, has joined NBC's publicity department, while Carol Davis has been transferred to the network's New York publicity office from Hollywood. Mr. Kalmus has taken over part of Jo Ransom's work, while Dick Connelly has been reassigned to handle publicity for WEAF, formerly handled by Mr. Ranson, now publicity director of WNEW New York.

STEPHEN FRY, traffic manager of the New York office of the BBC has returned to his office after a six-week visit to the London office.

PAUL MANNING, CBS correspondent, who returned recently from London, will leave shortly for a lecture tour in this country.

ALFRED VAN RONKLE, director of *Abie's Irish Rose* on NBC, entered the Navy last week as an apprentice seaman. Anne Nichols, author of the program, has taken over its direction. Sponsor is Procter & Gamble.

ALGERNON BLACK has resigned as moderator on *Commentator Round Table* on WHN New York. News Director Sidney Walton has taken over the program.

RUSS DAVIS, formerly radio director for Arbee Food Products, Kansas City, and prior to that, with KWTO Springfield, Mo., is now free-lancing. He currently directs shows for O'Neil, Larson & McMahon Adv., Chicago.

VINCENT DITTMER, Toronto, has joined the announcing staff of CKWS Kingston, Ont.

FERNAND IPPERSIEL has joined the announcing staff of CKRN Rouyn, Que.

PAT PATTERSON has joined the announcing staff of CHEX Peterborough, Ont.

JOHN BARNES, who formerly was a script writer with WBBM Chicago, rejoined the station Jan. 17, as special assistant to Walter Preston, program director.

LEADING AIRCRAFTSMAN CY KING, formerly of CKGB Timmins, and CJKL Kirkland Lake, Ont., is now training with the Royal Canadian Air Force at St. Georges de Melbaie, Que.

BOB KESTEN, formerly program director of CKWS Kingston, Ont., has been promoted to lieutenant in the Royal Canadian Artillery.

FRED DARLING, formerly of CJKL Kirkland Lake, Ont., is now in the Royal Canadian Air Force, training near Vancouver.

ARTHUR MUNDORFF, a CBS assistant director in network operations, has resigned to join the Navy as a lieutenant (j.g.). Mr. Mundorff joined CBS in 1931 as a technician. Samuel Duryee has been transferred from desk assistant to the writing staff in the CBS news room, taking over the duties of Elizabeth Zimmerschied who has been assigned to night writing.

INTERESTED LISTENER when Air Marshal W. A. Bishop, Canadian hero, addressed officials and employes of Canadian Marconi Co., Montreal, was R. M. Brophy (r), general manager of Marconi Co. and former NBC director of station relations. Occasion was presentation of War Service Buttons to workers at Marconi plant.

TOM HALEY, formerly of NBC Washington, has joined the announcing staff of WJW Cleveland.

CHARLES O'CONNELL will resign as director of Red Seal Artists and Repertoire of the RCA Victor Division March 31 to devote more time to writing and conducting. He will be retained as consultant.

JAMES BANNON, announcer, identified in the past with *The Great Gildersleeve*, *I Love a Mystery*, and other network programs, has been assigned to handle Electric Auto-Lite's new NBC program, *Everything for the Boys*.

CHARLOTTE ADAMS, who conducts *The Run of the House* on WQXR New York, has been named food editor of the Associated Press Feature Service, effective Feb. 1.

DOUG ELMORE, formerly of CKOV Kelowna, B. C., has joined the sales staff of CKWX Vancouver.

MEREDITH WILLSON, formerly musical director of NBC *Maxwell House Coffee Time*, and now with Armed Forces Radio Service, has been promoted to a major.

CBS in Dime Drive

CBS PROMOTION for the March of Dimes Campaign for the 1944 Infantile Paralysis Fund, includes five programs—with the possibility of others later. On Saturday, Jan. 15, 11:15-11:30 p.m., Marjorie Lawrence broadcast with the Columbia Concert Orchestra, and made a special appeal. Sunday the 16th, 11:30-12 midnight, began the *March of Dimes Cavalcade of Bands*, starting with Harry James from Hollywood. From 12:30-1 a.m. Charlie Spivak's orchestra broadcast from New York. Sonny Dunham and his band played from New York on the 17th, 11:30-12 midnight, and Denny Beckner went on at 12:30-1 a.m. Nila Mack's *Let's Pretend* program, on Jan. 22 presented *The Little Lame Prince*, featuring Bill Adams imitating the voice of Pres. Roosevelt.

Hughes to KXOK

DR. BERTRAM L. HUGHES has been appointed news editor of KXOK St. Louis, C. L. Thomas, station manager announced last week. He was previously with the Cornell U. Station, WHCU, and had received special recognition from NBC for his handling of special events.

Peabody Awards Committee Named

U. of Georgia's Journalism School Takes Part in Judging

EXAMINATION of this year's entries and listening-post committee reports for the George Foster Peabody Radio Awards has been announced by President Harmon W. Caldwell of the U. of Georgia by appointment of the following committee:

Mrs. John C. Geston, chairman, acting assistant in journalism; Louis H. Edmondson, acting assistant professor of journalism; Miss Lila Wenig, instructor in radio journalism and speech; Miss Florene Young, assistant professor of psychology; Byron Warner, assistant professor of music; George Blair, acting head of the Department of Drama; and E. Claybrook Griffith, associate professor of economics.

Advisory Board Named

Working with Dean John E. Drewry of the Grady School of Journalism which, with the assistance of the NAB administers these awards, the committee will make recommendations to the Advisory Board, containing the following members:

John H. Benson, AAAA president; Dr. Ralph D. Casey, director, School of Journalism, U. of Minn.; Jonathan Daniels, editor, Raleigh (N. C.) *News & Observer;* Mark Ethridge, publisher of the Louisville *Courier-Journal* and *Times* and general manager of WHAS Louisville; Earl J. Glade, v.p. KSL Salt Lake City; Joseph H. Jackson, literary editor, San Francisco *Chronicle;* Waldemar Kaempffert, *New York Times* science editor; Alfred A. Knopf, publisher; Dr. S. V. Sanford, chancellor, University System of Georgia; Dr. I. Keith Tyler, director of Evaluation of School Broadcasts, Ohio State U.; Mrs. Marjorie Peabody Waite, daughter of George Foster Peabody, whose name the awards bear; and Edward Weeks, editor of the *Atlantic Monthly*.

An unusually large number of entries and reports has been received.

REL

THE PIONEER NAME IN FREQUENCY MODULATION MANUFACTURE

When frequency modulation first drew the attention of the broadcasting industry in 1938, Radio Engineering Laboratories had already collaborated in installing its first FM transmitter (W2XMN, Alpine, N. J.) for Major E. H. Armstrong, the inventor of frequency modulation. Until the war, practically every major FM broadcasting station was REL-equipped. Our clients included Yankee Network (Boston-Paxton STL, Paxton, 50 kw, Mt. Washington, 10 kw); Milwaukee Journal (WTMJ, Milwaukee, 50 kw); Detroit Evening News (WWJ, Detroit, 50 kw); WBNS Inc. (WBNS, Columbus, Ohio, 10 kw); WFIL Broadcasting Co. (WFIL, Philadelphia, 10 kw); WHEC Inc. (WHEC, Rochester, 3 kw); Stromberg-Carlson (WHAM, Rochester, 3 kw); Interstate Broadcasting Co. (WQXR, New York City, 1 kw); and many others.

When World War II finally ends, you will once again be assured of the finest frequency modulation manufacturing there is when you buy REL equipment. For REL has kept abreast of every FM development, with its war orders adding years of FM experience for your post-war stations.

RADIO ENGINEERING LABS., INC.

Long Island City, N. Y.

9 out of the first 10
33 out of the first 50
15 out of the first 20
...of all programs on the air!
N.B.C.
W
M
Q
A
America's No. 1 Network
NBC

Latest independent surveys place WMAQ programs far out in front. They show that the great majority of all listeners favor the top-flight NBC shows which distinguish this station—shows made possible by America's leading advertisers and agencies and the outstanding talent they have assembled.

This fact should be of vital significance to you if you are interested in reaching the Nation's Second Market—a market which has a potential listening audience of 2,855,700 families who spend over *three and a half billion* dollars a year. When you buy WMAQ time you are placing your radio advertising where it will do the *most good*. A "natural" for local or spot campaigns.

WMAQ
CHICAGO

They all tune to the **National Broadcasting Company**
It's a National Habit

A Service of Radio Corporation of America

Members Elected On Blue Committee

Advisory Group's Membership Announced by Network

RESULTS of the election of members of the Blue Station's Planning Advisory Commitee were announced last week following formal certification by Ernst & Ernst, certified public accountants who conducted the election among Blue affiliates for the network [BROADCASTING, Jan. 17].

Organized in 1942 to advise and assist the management in the operation of the Blue, the committee is made up of representatives of Blue affiliates from seven districts throughout the country. In line with a resolution adopted by the committee last year to stagger the terms of the committeemen, representatives from Districts 1, 3, 5 and 7 were elected for two years, while those from Districts 2, 4 and 6 were elected for a one-year term.

Committee Members

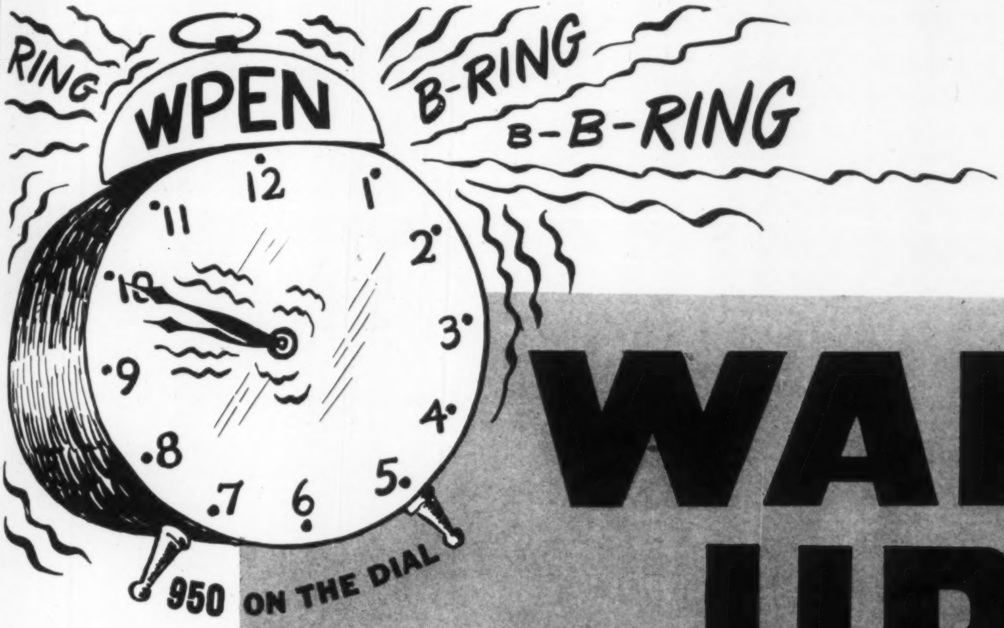
Committee members and the districts they represent are as follows: William A. Riple, WTRY Troy, N. Y., reelected from District No. 1; Allen Campbell, WXYZ Detroit, reelected from District No. 2; C. T. Hagman, WTCN Minneapolis-St. Paul, elected from District No. 3, replacing Earl May, KMA Shenandoah, Ia.; Henry P. Johnston, WSGN Birmingham, reelected from District No. 4; Harold Hough, KGKO Fort Worth-Dallas, reelected from District No. 5; Frank C. Carman, KUTA Salt Lake City, elected from District No. 6, replacing Duncan Pyle, KVOD Denver; W. B. Stuht, KJR Seattle, reelected from District No. 7.

FPA Invites Radio

FOREIGN PRESS Assn., organization of correspondents of foreign publications and news services in the U. S., has voted to extend its membership to radio. New ruling will permit American correspondents of foreign radio stations and those handling newscasts originating in this country for foreign audiences to become active members, according to Bernard Musnik of the New York office of WLW Cincinnati, secretary-treasurer of FPA, whose membership in the organization derives from his extensive background in foreign journalism.

Plant Radio Study

HOW PLANT broadcasting helps build and maintain good morale, as well as improve productive efficiency and create goodwill, is described in detail in a booklet titled "Manpower, Music and Morale," published by the RCA Industrial & Sound Dept. Pictorially explained are such features as RCA's industrial music library service, a proposed training program available for plant broadcasting system directors, and details of planned psychological surveys to study employe reaction to music in industry.


RING
WPEN
B-RING
B-B-RING
950 ON THE DIAL

WAKE UP!

TO

The Philadelphia Market

RENEWALS

American Chicle Co.	52 Weeks
Super Suds	52 "
Palmolive	52 "
Pepsi-Cola	49 "
Crawford Clothes .	26 "
Bell Telephone . . .	13 "
Ex-Lax	13 "

It's No Secret—There's One Way to Do a GOOD Selling Job—Use

WPEN *Philadelphia*

950 ON THE DIAL • • • —— 5000 WATTS

SALES FLY HIGH WHEN YOU BUY

WCBM

BALTIMORE'S Blue Network Outlet

John Elmer
President

Geo. H. Roeder
Gen. Manager

FREE & PETERS
Exclusive National Rep.

TOMORROW will be the day of FM and LINGO

•Our past developments and present day experience with FM Antennas will provide greater efficiency in design and performance to meet the exacting standards of this important field.

We're "all out" for Victory, but our engineers are ready to work with you on post-war plans.

JOHN E. LINGO & SON, Inc.
CAMDEN, NEW JERSEY

Radio Advertisers

HARRELL Roof Insulating Co., Memphis, on WHBQ Memphis is sponsoring a 13 week spot campaign and a weekly half-hour program. Barham's (retail store) is running a heavy spot schedule on WHBQ in addition to 100 quarter-hour programs. Duffy's Furniture Co. for 52 weeks is sponsoring a five-weekly quarter-hour series.

UNIVERSAL ENTERPRISES, Los Angeles (house paints), on Jan. 15 renewed for 52 weeks the weekly quarter-hour program *Between the Lines* on KECA. Firm also renewed for 52 weeks its weekly five-minute recorded commercial on KFI. Agency is Adolphe Wenland Adv., Los Angeles.

NORTH AMERICAN AVIATION Inc., Inglewood, Cal., in a campaign to recruit 1300 new employees, on Jan. 14 started using an average of three transcribed announcements daily on each of five Los Angeles area stations. Agency is BBDO, Los Angeles.

GLOBE GRAIN & MILLING Co., Los Angeles (Globe A-1 flour), supplementing its spot announcement campaign on western stations, on Jan. 24 started for 13 weeks daily participation on *Homemaker's Club* on KHJ Los Angeles. Firm on Jan. 17 started daily participation on *Home Forum* on KGO San Francisco. Similar participation in *Art Baker's Notebook* on KFI Lon Angeles, was also added. Agency is McCann-Erickson Inc., Los Angeles.

DINA-MITE FOOD Co., Los Angeles (Dina-meal breakfast food), has appointed Davis & Beaven Adv., Los Angeles, as agency. Radio is currently being used.

PETER HAND BREWERY Co., Chicago, began sponsorship Jan. 8 of a half-hour transcribed series, *Radio Theatre of Famous Classics*, Saturdays, on WGN Chicago. Format is dramatization of famous stories and plays. Contract is for the balance of 26-weeks, beginning Sept. 13, placed by Mitchell-Faust Adv. Co., Chicago.

THE *Chicago Tribune* on Jan. 13 began sponsorship of a quarter hour program, *Words and Music*, Mondays through Saturdays, WGN Chicago. Format is a new radio game. Contract is for 52 weeks, placed by Geo. H. Hartman Co., Chicago.

PAL BLADE Co., New York, has replaced its musical transcription on five stations, with news and sports programs on WTIC WIP WITH. No. immediate plans for more radio are included in the forthcoming campaign in newspaper and other media, said to be the largest in the company's history. Agency is Al Paul Lefton Co., New York.

SEEMAN BROS., New York, has started a new five-minute morning strip on WFIL Philadelphia, for AirWick, kitchen deodorizer, placed through William H. Weintraub Co., New York.

BALI BRASSIERE Co., New York, has expanded its schedule on WOR New York. Agency is Lester Harrison Assoc., New York.

THOMAS A. KNOWLES, who has been associated with the Goodyear interests since 1927, has been appointed a vice-president of Goodyear Aircraft Corp., a subsidiary of Goodyear Tire & Rubber Co.

CHARLES A. CONRAD, formerly advertising and sales promotion manager of the Globe-American Corp., Kokomo, Ind. (ovens), has joined Clinton Carpet Co., Chicago, as advertising manager.

Lemperly Advanced

Mr. Lemperly

C. M. LEMPERLY, advertising, publicity and public relations director of Sherwin-Williams Co., Cleveland, since 1914, was appointed last week by Arthur W. Steudel, president of the S-W Co., as director of sales and distribution. He also will retain executive supervision of the publicity department. Mr. Lemperly joined Sherwin-Williams in 1907.

NATIONAL STORES Mfg. Co., Atlanta, has begun a series of spot announcements on WHBQ Memphis.

SEARS ROEBUCK & Co., Los Angeles, in a three-week fur promotion campaign on Jan. 9 started using a heavy schedule of transcribed announcements on 15 stations in that area. Agency is The Mayers Co., Los Angeles.

WOODALL Orthopaedic Appliance Co., Los Angeles, has begun sponsoring a weekly half-hour interview-type program, *Lest Ye Forget*, on KFWB Hollywood. Series features interviews with ex-servicemen in need of jobs, sleeping quarters, clothes or particular aid. Contract is for 52 weeks. Agency is Lockwood-Shackelford Adv., Los Angeles.

CONSOLIDATED ROYAL Chemical Corp., Chicago (Velure hand lotion), is sponsoring a quarter-hour program featuring Don Norman, Mondays through Fridays, on WGN Chicago. Agency is Arthur Meyerhoff & Co., Chicago.

WAGSTAFFE Ltd., Hamilton, Ont., (jams) has appointed as agency the F. H. Hayhurst Co. Toronto. Radio plans have not yet been announced.

HONEY DEW Ltd., Toronto (chain restaurants) has started *Honey Dew Radio Theatre* on CKCL Toronto, every Wednesday evening. Account was placed by F. H. Hayhurst Co. Ltd., Toronto.

EARL F. GILL until recently chief of the classification section, Industrial Personnel Division, Army Service Forces, has joined General Foods Corp., as assistant on planning and research in the company's industrial relations department.

NATIONAL ALUMINUM Mfg. Co., Peoria, Ill. (Cast aluminum pressure cookers, pans and utensils), has named Mace Adv., Peoria, as agency. Plans are said to include radio.

SUPERTEST PETROLEUM Corp., London, Ont., on Jan. 17 started *Command Performance* on CBL CBM CBF CFCO CKNX CKCO, Mon. 9:30-10 p.m. Agency: Harry E. Foster Agencies, Toronto.

ALBERTA MOTOR TRANSPORT Assn., Calgary, has started newscasts 24 times weekly on four Alberta stations, to acquaint the public with activities and problems of the motor transport industry. Account was placed direct.

KIST CANADA Ltd., Stratford, Ont. (soft drinks), has appointed James Fisher Co., Toronto, to handle its advertising. No plans for radio as yet have been made.

FRED A. LALLEMAND & Co., Montreal (yeast), has started a radio spot campaign on a number of western Canadian stations. Account placed by Stanfield and Blaikie Ltd., Montreal.

CITY OF PARIS, San Francisco (department store), on Jan. 19 started sponsoring the weekly quarter-hour transcribed series *This Is France* on KLX Oakland.

Birds Eye Elects

BURT C. OLNEY, former president of Snider Packing Corp. before it was acquired by General Foods Corp. last May, has been elected president of Birds Eye Snider Inc., new name of the Frosted Foods Sales Corp. Other officers of the new corporation are: George L. Mentley, vice-president in charge of sales; George O. Bailey, vice-president in charge of production; Donald E. Barr, vice-president in charge of marketing and advertising; John S. Prescott, secretary, and Robert L. Garner, treasurer.

Joins Bristol-Myers

JOSEPH P. HARDIE, vice-president of Pedlar, Ryan & Lusk, New York, on March 1 becomes vice-president in charge of sales of Bristol-Myers Co., New York, succeeding Earl A. Means who retires after 30 years in this post. Mr. Means will continue his association with the company in the newly created office of Honorary Chairman. Mr. Hardie has been with his present agency since 1931, servicing the Bristol-Myers account for the entire period.

Guy Cooke Retires

GUY COOKE, advertising manager of the First National Bank of Chicago, has retired after 43 years of service. One of the organizers of the Financial Advertisers Assn., Mr. Cooke headed its finance committee for 16 years. Lewis H. Northrop, formerly First National assistant vice-president, heads the recently merged advertising and new business department.

Walsh Named

APPOINTMENT of Frank Walsh as advertising manager was announced by Chattanooga Medicine Co. last week. Prior to joining the company a year ago as assistant advertising manager Mr. Walsh had been an account executive at Nelson-Chesman Co., Chattanooga agency.

Author Straus

NATHAN STRAUS, new owner and president of WMCA New York, has written a book, *The Seven Myths of Housing*, to be published this month by Alfred A. Knopf, New York.

If you buy or plan advertising for Iowa, you need

THE 1943 IOWA RADIO AUDIENCE SURVEY

gives you detailed analysis of "listening areas" of every Iowa station, programs that appeal to urban, village, and farm families, and listening habits. Illustrated with pictographs for quick and easy reading. You can get a copy free by writing to

CENTRAL BROADCASTING CO.
912 Walnut St., Des Moines, Iowa

Wilkins Opens Agency

BERNE W. WILKINS, who has been associated with a number of New York stations in a sales capacity, last week opened his own advertising agency at 28 West 44th St., New York, under the name Berne W. Wilkins — Sound Advertising. The new firm will specialize in radio. Several years ago Mr. Wilkins operated another radio agency — Weill & Wilkins, which handled Air Conditioning Training Corp., a large radio advertiser. Assisting him at Sound Advertising will be Guy T. Ward, former program man at WOV New York. Until recently top salesman of WINS, Mr. Wilkins has served as assistant manager of WNEW and WMCA, and as commercial manager of WBYN. He was at one time with WOV.

Mr. Wilkins

Newkirk Resumes Duties At Broadcast Adv. Co.

VAN C. NEWKIRK, for 13 years program director of Don Lee Broadcasting System, Hollywood, has resigned effective with appointment of his successor, Willet H. Brown, network vice-president, has announced. Mr. Newkirk will devote full time to his agency, Broadcast Advertising Co., currently located at 738 S. Norton Ave., Los Angeles.

Joining Don Lee in 1927, Mr. Newkirk remained with that network until 1933, when he became program manager of KNX for 18 months. Resigning that position to establish his agency, after two years he returned to Don Lee in 1937, again becoming chief of the program department. Along with those duties he continued to supervise operation of his agency.

Washington Office

FOLLOWING the recent merger of Tracy - Locke - Dawson with Geyer, Cornell & Newell, the latter agency has expanded both its New York and Dayton offices and has opened an office at 725 15th St. N.W., Washington. The agency listed 22 new members who joined the firm in the last year, and reported the following new accounts in 1943: Army Air Forces, Blue Network, Continental Oil and U. S. Industrial Chemicals.

Star for RCA Labs.

THE NAVY has awarded to RCA Labs., Princeton, N. J., a star representing another six months of continued achievement in the war program. The renewal dates from November, 1943. RCA's various divisions and subsidiaries have won a total of 16 similar awards during the past two years.

BRENDAN BRACKEN, British Minister of Information, in proposing a toast to the BBC at its 21st birthday luncheon, said that in 1922 its three transmitters had a total power of 3 kw. Now programs are being put out by over 100 transmitters, with a total power of over 5,000 kw. News bulletins, exceeding 1000 a week, are broadcast in 48 languages.

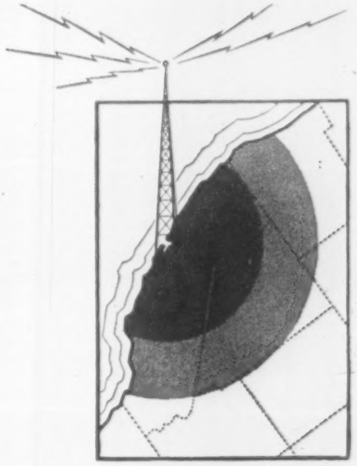
In San Francisco County, the average man , woman and child has $2228 effective buying income!

San Franciscans' full pockets reflect the prosperity in all the great booming area around it...where effective buying income is far higher than the national average!

You can reach this prosperous Central Pacific Coast market...really *blanket* it...at amazingly low cost per sale by using...

KPO

SAN FRANCISCO



The only 50,000-watt station west of Salt Lake, north of Los Angeles, south of Seattle and east of Moscow.

REPRESENTED BY NBC SPOT SALES OFFICES
New York • Chicago • San Francisco • Boston
Cleveland • Denver • Washington • Hollywood

THIS IS THE NATIONAL BROADCASTING COMPANY
A SERVICE OF THE RADIO CORPORATION OF AMERICA

THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WMAQ Chicago

Schutter Candy Co., Chicago (Old Nick and Bit-O-Honey candy bars), 7 *sa* weekly, 52 weeks, thru Schwimmer & Scott, Chicago.
Goldenrod Ice Cream Co., Chicago, 4 *sa* weekly, 13 weeks, thru Goodkind, Joice & Morgan Chicago.
Pillsbury Flour Mills Co., Minneapolis (Golden Bake Mix), 4 *sa* weekly, 13 weeks, thru McCann-Erickson, Chicago.
Park & Tilford, New York (Tintex), 5 *sa* weekly, 13 weeks, thru Chas. M. Storm Co., N. Y.
Commonwealth Edison, N. Y., (Swap Plan), 5 *sa* weekly, thru Foote, Cone & Belding, N. Y.
Radio Pictures, ("Lady Takes a Chance"), 10 *sa*, thru Donahue & Coe, N. Y.
Republic Pictures Corp., N. Y. (Fighting Seabees movie), 10 *sa* weekly, thru Donahue & Coe, N. Y.

KMO Tacoma

Langendorf United Bakeries Inc., San Francisco (bread), 24 *ta* weekly, thru Pacific Coast Adv., San Francisco.
Standard Brands, New York (Stan-B), 6 *ta* weekly, 26 weeks, thru Ted Bates Inc., N. Y.
Pepsi-Cola Co., New York (Pepsi-Cola), 24 *ta* weekly, 8 weeks, thru Newell-Emmett Co., N. Y.
Olympia Brewing Co., Olympia, Wash., (beer), 3 *sp* weekly, 52 weeks, thru Botsford, Constantine & Gardner, Seattle.
Sears Roebuck & Co., Tacoma (chain), 20 *sa* weekly 52 weeks, placed direct.
Cammarano Bros., Tacoma (beverages), weekly *sp*, 13 weeks, thru Condon Co., Tacoma.
Oregon-Washington Fertilizer Co., Seattle, 4 *sp* weekly, 13 weeks, placed direct.

KPO San Francisco

Bernhardt Ullman Co., New York (yarn), 3 *sa* weekly, thru Grey Adv. Agency, N. Y.
First Federal Savings & Loan Assn., Oakland (loans), 6 *ne* weekly, thru Pacific Adv. Staff, Oakland.
Globe Mills, Los Angeles (flour), 2 *ta* weekly, thru McCann-Erickson, Los Angeles.

WEAF New York

Bernard Ullman Co., New York (Bucilla yarns), 260 *sa*, thru Grey Adv., N. Y.
R. C. Williams Co., New York (Roval Scarlet Foods), *ta* thru Alley & Richards, N. Y.
Colgate-Palmolive Peet Co., Jersey City (Super Suds), 4 *sa* weekly, thru Wm. Esty & Co., and Palmolive Soap), 4 *sa* weekly, thru Ted Bates Inc., N. Y.
N. Y. Tel. Co., New York, *sa*, thru BBDO, N. Y.
Penick & Ford. New York (My-T-Fine Dessert), *sa*, thru BBDO, N. Y.
Curtis Publishing Co., Philadelphia (Satevepost), 5 *sa* weekly, thru MacFarland Aveyard & Co., N. Y.
Taylor-Reed Corp., Mamaroneck, N. Y., (Tumbo Pudding), 3 *sa* weekly thru Tracy Kent & Co. N. Y.

KFI Los Angeles

Langendorf United Bakeries, San Francisco (bread), 21 *sa* weekly, 6 weeks, thru Pacific Coast Adv. Co., San Francisco.
Sears Roebuck & Co., Los Angeles (chain), 5 *sa*, 39 weeks, thru The Mayers Co., Los Angeles.
Colgate-Palmolive-Peet Co., Jersey City (soap), 15 *ta* weekly, 52 weeks, thru Leon Livingston Adv., San Francisco.
Ex-Lax Mfg. Co., Brooklyn (Ex-lax), 150 *ta*, 52 weeks, thru Joseph Katz Co., Baltimore.
American Express Co., New York (money orders), weekly *sp*. 13 weeks, thru The Caples Co., N. Y.
Continental Baking Co., New York (Wonder bread), 5 *ta* weekly, 52 weeks, thru Ted Bates Inc., N. Y.

WHO Des Moines

Pennsylvania Salt Co., Philadelphia (Lewis Lye), 3 *sa* weekly, 13 weeks thru Sherman K. Ellis & Co., Chicago.
Wm. H. Wise & Co. New York (publications), 6 *t* weekly, thru Huber Hoge & Sons, New York.
Lever Bros. Cambridge, Mass. (all products), 9 *ta* weekly, thru Ruthrauff & Ryan, N. Y.
Arvey Corp., Chicago (R-V Lite), 4 *sa* weekly, thru First United Broadcasters, Chicago.
Russel-Miller Milling Co., Minneapolis (Occident Flour), 3 *t* weekly, 13 weeks, thru Campbell-Mithun, Minneapolis.
De Pree Chemical Co., Holland, Mich. (Wheatamin Tablets), *sp* weekly, 13 weeks, thru Roche, Williams & Cunnyngham, Chicago.

KHJ Hollywood

Chemicals Inc., Oakland, Cal. (Vano), 5 *sp* weekly, 13 weeks, thru Garfield & Guild Adv. San Francisco.
Palmolive-Colgate-Peet Co., Jersey City (soap), 11 *ta* weekly, 52 weeks, thru Leon Livingston Adv., San Francisco.

KYW Philadelphia

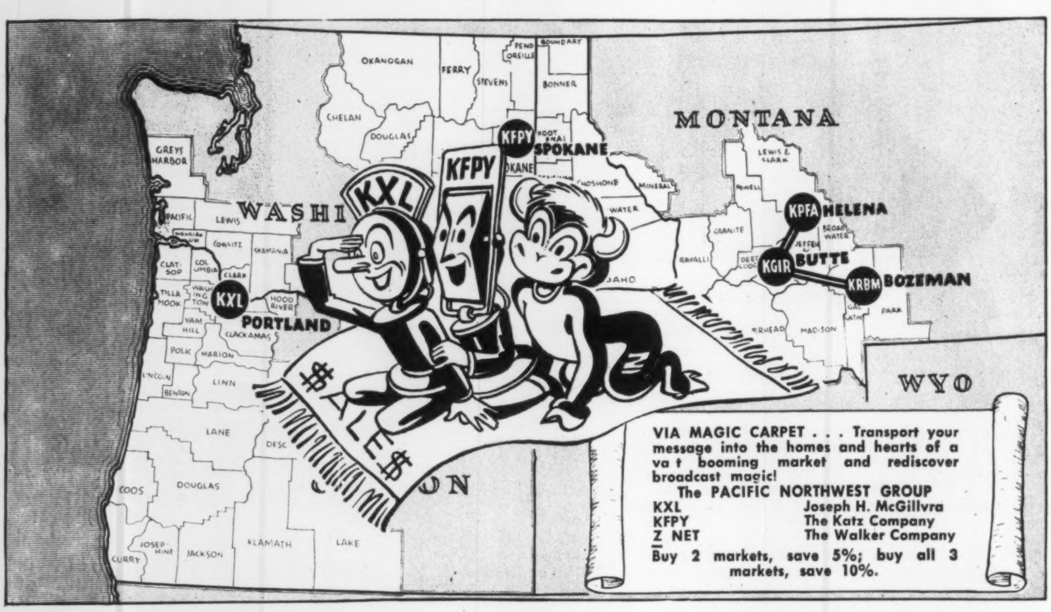
Standard Oil Co. of N. J. (Esso), 26 *ne* weekly, 52 weeks, thru Marschalk & Pratt, N. Y.
Rockwood & Co., Brooklyn (Chocolate Bits), 3 *sa* weekly, 13 weeks, thru Federal Adv., N. Y.
Radnai Cosmetic Laboratory, Philadelphia, *sa* weekly, 13 weeks, thru Elinor Brown, Philadelphia.
Minwax Co., New York (liquid floor wax), 2 *sa* weekly, 13 weeks, thru R. T. O'Connell, N. Y.
Keystone Macaroni Co., Lebanon, Pa. (San Giorgio Macaroni), *sa* weekly, 13 weeks, thru James G. Lamb, Philadelphia.
P. Duff & Sons, Pittsburgh, (food), 3 *sa* weekly. 13 weeks thru W. Earl Bothwell, Pittsburgh.
Beneficial Saving Fund Society, Philadelphia, 4 *sa* weekly. 13 weeks, thru Richard A. Foley, Philadelphia.
Edward G. Budd Mfg. Co., Philadelphia (war materials), 12 *sa* weekly thru Lewis & Gilman, Philadelphia.
Lever Bros., Cambridge, Mass. (Rinso), 3 *sa* weekly, 52 weeks thru Ruthrauff & Ryan N. Y.
William S. Scull Co., Camden, N. J. (Boscul Coffee) 2 *sa* weekly, thru Compton Adv., N. Y.

KQW San Francisco

Old Homestead Bakery, San Francisco (bread), 5 *sa* weekly, 13 weeks, thru Pacific Coast Adv. Agency, San Francisco.
Marlin Firearms Co., New York (Marlin blades), 2 *ta* weekly, 13 weeks, thru Craven & Hedrick, N. Y.
Food Machinery Corp., San Jose, Cal. (food machinery), 1 *sp* weekly, 13 weeks, thru Long Adv. Service, San Jose.
Hulman & Co., Terre Haute (baking powder), 4 *sa* weekly, 52 weeks, thru Pollyea Adv. Co., Terre Haute.
Globe Mills, Los Angeles (flour), 3 *ta* weekly, 26 weeks, thru McCann-Erickson, Los Angeles.

KFRC San Francisco

Seven Up Bottling Co., San Francisco(beverages), 1 *sa* weekly, 4 weeks, thru Rhoades & Davis Adv. Agency, San Francisco.
Bond Stores. New York (clothes), 6 *ne* weekly, 52 weeks, thru Neff-Rego, N. Y.
Ex-Lax Inc., New York (Ex-Lax), 5 *ta* weekly, 13 weeks, thru Joseph Katz Co., N. Y.
Standard Brands New York (Stan-B), 5 *ta* weekly, 26 weeks, thru Ted Bates Adv. Agency, N. Y.
Carter Products, New York (liver pills), 6 *ta* weekly, 39 weeks, thru Ted Bates Inc., N. Y.
Charles Hansen's Labs., Chicago (Junket-Rennet powder and pills), 5 *sa* weekly, 13 weeks, thru Mitchell-Faust Adv. Agency, Chicago.



VIA MAGIC CARPET . . . Transport your message into the homes and hearts of a vast booming market and rediscover broadcast magic!

The PACIFIC NORTHWEST GROUP

KXL	Joseph H. McGillvra
KFPY	The Katz Company
Z NET	The Walker Company

Buy 2 markets, save 5%; buy all 3 markets, save 10%.

ADVISORY GROUP FORMED FOR ANA

PAST PRESIDENTS and chairmen of the board of directors of the Assn. of National Advertisers have been appointed to serve on a newly organized ANA advisory committee, to act as an auxiliary to the board of directors and advise on questions submitted by that body. Committee includes executives still associated with companies belonging to the ANA. First meeting with the board of directors was held Jan. 13, with a farewell dinner to George S. McMillan, secretary ANA, who has left to become director of public relations of Bristol-Myers Co.

The committee consists of P. L. Thomson, (Western Electric Co.), president of the ANA in 1934; William A. Hart (E. I. du Pont de Nemours & Co.), 1928; Lee H. Bristol (Bristol-Myers Co.), 1931-1932; Stuart Peabody (Borden Co.), 1933; Allyn B. McIntire (Pepperell Mfg. Co.), 1934-35; Allan Brown (Bakelite Corp.), chairman of the board, 1937; Harold B. Thomas (Centaur Co.), chairman, 1938; Allan T. Preyer (Vick Chemical Co.), 1939; A. O. Buckingham (Cluette Peabody & Co.), 1940; and Gordon E. Cole (Can Manufacturers Institute), 1942.

32% Decrease for G-E

GENERAL ELECTRIC Co. orders for 1943 amounted to $1,360,643,000, a decrease of 32% as compared to the $2,003,039,000 figure for 1942, President Gerard Swope has announced. "The amount of unfilled orders on hand and assured business pending at the close of the year 1943 was equivalent to approximately a year's output at current production rates and prices," Mr. Swope said. Cancellations totaled more than $450,000,000.

Music for Workers

THE USE of plant broadcasting systems to carry selected programs of recorded music to workers has materially improved employe morale, worker-management relations, and productive efficiency, according to surveys by the WPB and private agencies reported in the year-end review and forecast released by Edward C. Cahill, manager of the industrial and sound department of RCA.

Done by Dames

FOR THE first time WOR New York will be able to offer its listeners the sound of authentic women's footsteps when the script calls for this effect. Station has added two women to its sound effects department — Sara Jane Troy, formerly in sound effects and announcing at WOV New York; and Dorothy Langley, who has done sound effects work at WGY Schenectady. Because of union regulations, forbidding the use of feminine footwork outside the department, WOR has struggled along with a "swish" to represent milady's passage.

But MUST Cleveland Merchants WEAR ARMOR?

Well, Junior, armor is the better part of valor—if a Cleveland retailer advertises his wares over WHK. There's something about this station that stirs mobs of customers into buying . . . and buying . . . and buying.

Of course, the retailer *could* meet the inevitable customer stampede clad in a natty business suit. But by the end of the day, they'd have bought the suit off his back. It's embarrassing—in a pleasant sort of way!

So experienced Cleveland merchants advise others to apply for priority on an iron jacket and pants ensemble before airing sales messages over WHK. Armor may be a bit stuffy indoors—but who cares when the shekels pour in like crazy?

Because it SELLS the goods

WHK

IS

"RETAILERS' CHOICE IN CLEVELAND!"

Represented by Paul H. Raymer Co.

United Broadcasting Co., Operators of WHK-WCLE, Cleveland, and WHKC, Columbus

Agencies

PAUL RICKENBACKER, manager of radio talent of Young & Rubicam, is being shifted to the Hollywood office to handle the talent work on a temporary basis. The work was formerly handled by Clare Olmstead, now with McCann Erickson, as a producer, and vice-president in charge of radio on the West Coast.

JOSEPH BURTON, copy-writer with Foote, Cone & Belding, Chicago, recently joined J. Walter Thompson, Chicago.

EDWARD WALLERSTEIN, president of Columbia Recording Corp., and Manie Sacks, director of the popular recording division, are on the West Coast, conferring on post-war plans.

JACK CROSSLEY, formerly active in Pacific Coast agencies, recently joined J. Walter Thompson Co., Los Angeles, as account executive. He succeeds Charles A. Stephens, now in the Navy.

MORGAN RYAN, radio director of Sherman & Marquette, has returned to his Chicago headquarters following Hollywood conferences with Carleton Alsop, producer of CBS *Judy Canova Show*.

ALDIS P. BUTLER, assistant account executive of Ruthrauff & Ryan, New York, has been commissioned a lieutenant in the U. S. Naval Reserve.

L. J. FEENEY, former account executive of Caples Co., New York, has joined the planning staff of Albert Woodley Co., New York.

ENSIGN GEORGE E. WILSON, formerly a salesman in his father's firm, Howard H. Wilson Co., Chicago, is now in the Naval Training School at Princeton U.

DIRECTIONAL
OVER
METROPOLITAN
NEW YORK

NATIONAL ADVERTISERS and New York's numerous nationalities have one thing in common. They both agree that WBNX is THE FOREIGN LANGUAGE STATION of GREATER NEW YORK.

No wonder, then, that WBNX with its 5,000 watts, directional, plays the dominant role in selling the 5,000,000* foreign-language-speaking-audience of the world's greatest market.

To cash in on the opportunities of this super-market, advertise your national products over WBNX, the Winner of the Peabody Citation for Public Service to Foreign Language Groups.

** Over 70% of metropolitan New York's population is foreign born or of foreign parentage.*

Your Best National Spot Buy . . .

WBNX New York 5000 Watts

FOR OFFENSE FOR DEFENSE Buy U.S. Bonds Today!

Reed to Blackett

FRANK M. REED, for several years in the space department of Stack-Goble Adv. Agency, and more recently with W. G. Rambeau Co., Chicago, radio representatives, joined Hill Blackett & Co., Chicago, on Jan. 17 as director of media.

DONALD L. McGEE, representative of the Bureau of Advertising, ANPA, Chicago, has been appointed assistant advertising manager of Nutrition Research Labs., Chicago.

WALTER BEADELL, Chicago manager for Joseph Hershey McGillvra Adv., station representatives, was sworn into the Navy Jan. 8 at Milwaukee, Wis., as an apprentice seaman.

VAN HECKER Inc., Chicago, was formed effective Jan. 1 by Clarence E. Van Hecker to succeed business of Van Hecker-MacLeod, Chicago, dissolved. Personnel and address are the same, except that Earle H. MacLeod is no longer with the organization.

BARBARA BROWN, formerly executive copy-writer with Aldens, Chicago Mail Order Co., has joined the copy staff of Goldman & Gross Adv., Chicago.

CHESTER S. HENDRY, previously executive vice-president for two years of Grant Adv., Chicago, handling operations in Brazil and Mexico, has joined the export department of the Buchen Co., Chicago, as copywriter.

GERTRUDE ZIMMERMAN, copywriter for Marshall Field & Co., Chicago, advertising department, has joined Aubrey, Moore & Wallace Adv., Chicago.

ROYDEN W. RICE, formerly promotion manager of the Ziff-Davis Publishing Co., Chicago, for five years, joined Ruthrauff & Ryan Adv., Chicago, Jan. 17 in a creative and executive capacity.

HUGH READING, copy-writer with Roche, Williams & Cunnyngham, Chicago, joined J. Walter Thompson Co., Chicago, Jan. 17.

CHARLES D. ADAMS, formerly with Visual Training Corp., and at one time a script writer, has joined the creative staff of Ruthrauff & Ryan, Detroit.

IRVING LEVY, formerly with Ruthrauff & Ryan, New York, has joined the creative staff of Franklin Bruck Adv., New York.

Pekor Joins CBS

CHARLES F. PEKOR, Jr., for seven years a member of the NBC press department, has joined the CBS press information staff to handle special assignments in various parts of the country, it was announced last week by George Crandall, director of press information. Mr. Pekor entered the newspaper field after graduating from Georgia U, serving with the *Montgomery Advertiser, Fort Worth Star-Telegram, Cleveland Press* and the *New York Sun*. After becoming advertising and publicity director of the Knott Hotel Chain, he joined NBC in 1936, and at the time of his departure was feature editor. His duties have been taken over by Edward Greif, who formerly handled NBC's public service publicity.

Mr. Pekor

CONVENTIONS AND GROUP MEETINGS

FM. Broadcasters Inc.—Jan. 26-27, Hotel Commodore, New York.
Institute of Radio Engineers—Jan. 28-29, Hotel Commodore, New York.
Institute of Radio Engineers—American Institute of Electrical Engineers Joint session—Jan. 27, Engineering Societies Bldg., New York.
NAB Regional Meetings—
District 8, Indianapalis, Ind., Columbia Club, Feb. 1.
District 10, Omaha, Nebraska, Hotel Fontenelle, Feb. 4-5.
District 14, Denver, Colorado, Cosmopolitan Hotel, Feb. 7-8.
District 16, Los Angeles, Calif, (to be announced) Feb. 11.
District 13, Dallas, Texas, Baker Hotel, Feb. 17.
District 12, Tulsa, Oklahoma (to be announced) Feb. 21.
District 6, Memphis, Tenn., Peabody Hotel, Feb. 24-25.
District 3, Pittsburgh, Pa., (to be announced) Feb. 28-29.
District 2, (not yet decided), (to be announced), March 1-2.

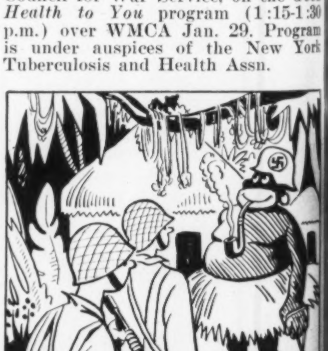
McKESSON-ROBBINS PLANS BLUE SHOW

FEATURED in a new McKesson & Robbins program to be known as *Stop and Go*, comedian Joe E. Brown is scheduled to start on the full Blue network, March 23. Though final commitments have not as yet been made, it is expected that the program will be aired Wednesdays at 10:30-11:00 p. m. The film star, now entertaining overseas troops, is to conduct the audience-participation quiz program which has already been tried out on the West Coast.

Plans for the network program were announced by L. M. Van Riper, president of McKesson & Robbins, in a statement revealing that the firm would spend $2,500,000 on advertising in 1944 (BROADCASTING, Jan. 17). Referring to M. & R.'s spot schedule, which includes announcements on more than 114 stations for Bexel and other products, Mr. Van Riper said that in addition to the new network show, all present successful radio projects would be maintained. The Blue program will promote the "big six" among M. & R. products —Calox, Bexel, Bax, Albolene, Yodora and Soretone. Agency is J. D. Tarcher & Co. New York.

Appeal For Nurses

NEED FOR NURSES will be discussed by Miss Dorothy Wheeler, executive secretary of New York's Nursing Council for War Service, on the *Good Health to You* program (1:15-1:30 p.m.) over WMCA Jan. 29. Program is under auspices of the New York Tuberculosis and Health Assn.


"The Mystery Chef on WFDF Flint said to put all my left-overs in the soup."

RTPB to Give First Progress Reports At New York IRE Meeting, Jan. 28-29

FIRST progress reports of the Radio Technical Planning Board, organized last fall to "formulate plans for the technical future of the radio industry and services . . . in accordance with the public interest and the technical facts, and to advise Government, industry and the public of its recommendations," will be made during the 1944 Winter Technical Meeting of the Institute of Radio Engineers, to be held Jan. 28-29 at the Hotel Commodore, New York.

Panels to Report

In a symposium to be conducted Friday afternoon by Haraden Pratt, IRE representative on the RTPB board and chairman of the panel on radio communication, W. R. G. Baker, RTPB chairman, will outline the overall work of the board and each panel chairman will report on the problems and progress of his particular field. Chairmen and their panels are:

Alfred N. Goldsmith, consulting radio engineer, Panel 1, Spectrum Utilization; C. B. Jolliffe, RCA, Panel 2, Frequency Allocation; R. M. Wise, Sylvania Electric Products, Inc., Panel 3, High Frequency Generation; H. S. Frazier, NAB, Panel 4, Standard Broadcasting; C. M. Jansky, Jr., Jansky & Bailey, vice-chairman, Panel 5, Very-High Frequency Broadcasting; D. B. Smith, Philco Corp., Panel 6, Television; J. V. L. Hogan, WQXR New York, Panel 7, Facsimile; Haraden Pratt, Mackay Radio & Telegraph Co., Panel 8, Radio Communication; E. W. Engstrom, RCA, Panel 9, Relay Systems; W. P. Hilliard, Bendix Radio Corp., Panel 10, Radio Range, Direction and Recognition; D. W. Rentzel, Panel 11, Aeronautical Radio; C. V. Aggers, Westinghouse Electric & Mfg. Co., Panel 12, Industrial Scientific and Medical Equipment; D. E. Noble, Galvin Mfg. Corp., Panel 13, Portable, Mobile and Frequency Service Communications.

Another symposium, covering the complete engineering operations of the FCC, is scheduled for Saturday morning, with H. M. Turner, associate professor of electrical engineering at Yale and president-elect of IRE for 1944, presiding. After a general introduction by E. K. Jett, chief engineer of the Commission, G. P. Adair, assistant chief engineer and chief of the Broadcast Division of the FCC Engineering Dept., will speak on "Timely Broadcast Matters."

W. N. Krebs, chief of the Safety and Special Division, will discuss "Police, Aviation and Maritime Services," and P. F. Siling, chief of the department's International Division will conduct the session with a paper on "Point-to-Point and Allocation Problems."

Arthur Stringer, NAB director of promotion, will discuss "Radio in Service of Home and Nation" during the Saturday morning meeting. That afternoon Commander A. B. Chamberlain, U. S. Navy, former chief engineer of CBS, will speak on "Standardization of Service Equipment"; F. S. Barton, British Air Commission, will speak on "Organization of Radio Research, Development and Production in Great Britain," and T. M. Liang, Chinese Supply Commission, on "Peace, War and Future Application of Radio in China."

Two-day meeting will open Friday morning at 10 with an address of welcome by B. E. Shackelford, engineer in charge of RCA's Frequency Bureau, chairman of the Winter Technical Meeting. L. P. Wheeler, chief, Information Division, FCC Engineering Dept., retiring IRE president, will turn over the gavel to 1944 President Turner, who will preside at the annual meeting of the Institute, also on the morning's agenda.

Vote on Amendments

At this session, members will vote on amendments to the certificate of incorporation of IRE.

Speaker at the annual IRE banquet on Friday evening will be Commander J. J. Raby, U. S. Navy. Retiring President Wheeler will deliver the annual presidential address. President Turner will award the IRE medal of Honor to Mr. Pratt and the Morris Leibmann Memorial Prize to W. L. Barrow, Sperry Gyroscope Co. He will also present fellowship awards to S. L. Bailey, Jansky & Bailey; C. R. Burrows, Bell Telephone Laboratories; M. G. Crosby, RCA Laboratories; Harry Diamond, National Bureau of Standards; C. B. Feldman, Bell Telephone Laboratories; Keith Henney, Electronics; D. O. North, RCA Laboratories; R. A. Norton, FCC; S. W. Seeley, RCA License Laboratory; D. B. Sinclair, General Radio Co., Leo Young, U. S. Naval Research Laboratory.

A score of papers on all phases of radio engineering will be delivered at a number of technical sessions during the two-day program and at a joint meeting of the IRE and the American Institute of Electrical Engineers, scheduled for Jan. 27 in the Engineering Societies Bldg., New York. Exhibits of radio apparatus captured from enemy armies and of communication equipment standards for American armed services will be on display at the Commodore during the meeting.

WDRC
CONNECTICUT'S PIONEER BROADCASTER
GET ALL 3 IN HARTFORD!
An important market calls for a good advertising job! Get all 3 on WDRC—(1) coverage, (2) programs, (3) rate! That's the tried and true formula of successful adcasters.
CBS
CONNECT IN CONNECTICUT!

KGBS to CBS

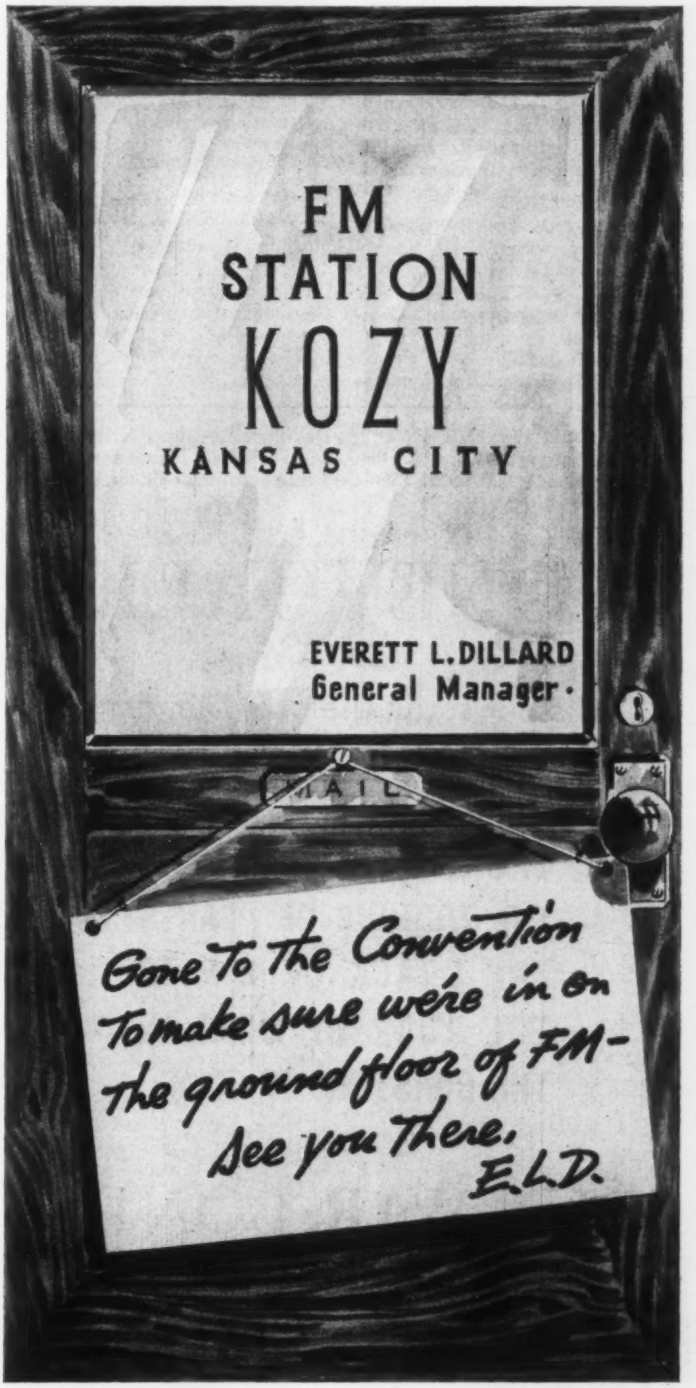
KGBS Harlingen, Tex., on Jan. 1 joined CBS as a supplementary station.

A REVIEW of radio in 1943 has been prepared for the American Yearbook by Dr. C. B. Joliffe, RCA Victor Division's chief engineer. Subjects covered include radio servicing, police and aviation radio and electronics.

Now Lt. Miller

JOSEPH L. MILLER, NAB labor relations director, last week reported for duty as a lieutenant (j.g.) in the Naval Reserve, and has been assigned to labor relations duties in the office of Assistant Secretary of the Navy Ralph Bard in Washington. Lt. Miller was inducted Dec. 23 as an apprentice seaman, and was commissioned Jan. 14. He had been with the NAB since 1938, and before that was labor correspondent in the Washington Bureau of the Associated Press. His NAB successor has not yet been named.

MILTON CHASE, newspaperman in the Far East before joining WLW Cincinnati, has begun a regular news commentary over WLW titled *Milton Chase and the Far East*.



Record 1944 Quota Is Planned by RMA

Prepares for 50% Increase In War Production

MEASURES to enable the radio-electronics industry to meet a possible 5-billion-dollar war production program in 1944 will be taken, following action by the Mid-Winter Conference of the Radio Manufacturers Assn., held Jan. 11-13 at the Stevens Hotel, Chicago. More than 100 leading industry executives attended the meetings at which recommendations looking toward reconversion were adopted.

Told by Paul V. Galvin, RMA president, that the 1944 goal, representing a 50% increase over an estimated 3½ billion output last year, would require greater manpower facilities, the Conference took steps to increase employment of new workers, to re-employ and rehabilitate returning servicemen, and to study data on incentive wage plans, uniform job classifications and reduction of absenteeism.

Reconversion Plans

Arrangements for an employment survey, with Selective Service and other Government agencies cooperating, were made by a new Employment and Personnel Committee, headed by Chairman A. H. Gardner of Buffalo.

Among the recommendations regarding reconversion, approved by the general RMA Post-War Planning Committee, was one that the Government should establish a future starting date of any shipments of civilian radio sets at least six months in advance. Other recommendations were that each manufacturer determine set models to be built, that there be no "Victory" models, and that price levels should not be established but that if this is unavoidable they should be set according to then current costs.

The recommendations, transmitted by the Industry Reconversion Committee to the WPB Radio & Radar Division, also called for the addition of E. A. Nicholas of Fort Wayne, Ind., and Fred D. Williams of Philadelphia to the Government's industry advisory committee to act with other members as a subcommittee for consultations on reconversion procedure.

A publicity program to acquaint the public with the important part played by the industry in the war was outlined to the Conference by Chairman John S. Garceau of the RMA Advertising Committee.

An appropriation of $5,000 was voted by the RMA Board of Directors for a survey to be conducted by an independent agency to secure facts on distribution costs for use of the industry in connection with future merchandising problems.

A future export promotion program, projecting an estimated 100% increase in sales of post-war sets and parts and a 50% increase in sales of transmitting apparatus, was presented by Chairman W. A. Coogan of the RMA Export Program Committee.

The conference authorized new and expanded services for RMA members, including additions to the RMA headquarters staff in Washington. These services include collection of wage and employment statistics and other work involving cooperation with military agencies and problems concerning reconversion.

The RMA Board of Directors authorized a subscription of $15,000 to the Fourth War Loan campaign. The Board also approved arrangements to hold the 20th annual convention of RMA at the Stevens Hotel in Chicago June 6 and 7.

CULINARY CUTUP John Holtman, announcer for the new *Music to Suit Your Taste* series sponsored on WMAQ Chicago by the B. S. Pearsall Butter Co., Elgin, Ill., shows a few tricks of the trade to Carl Kraatz (l), account executive for Schwimmer & Scott, agency handling the account; J. L. Vandertoll, Pearsall sales manager; M. R. Tennerstedt, NBC salesman. Contract for the 10-minute six-weekly program which promotes Elgin brand oleomargarine is for 26 weeks.

RCA Personnel Switch

TRANSFER of J. M. Williams, RCA Victor's record advertising director to an important wartime assignment within the company was announced by J. W. Murray, head of RCA Victor record activities. Mr. Williams will resume his direction of the company's record advertising upon completion of his new assignment, but in the meantime J. L. Hallstrom will direct RCA Victor's record advertising in addition to retaining his duties as record merchandise manager.

GE Video Shown

WRGB, General Electric television station in Schenectady, entertained 100 or more New York State newspaper publishers last Wenesday with a demonstration of sight-and-sound broadcasting, including several features in which the publishers themselves participated. Robert S. Peare, manager of broadcasting and publicity for General Electric Co., and Dr. E. F. W. Alexanderson, who has contributed greatly to radio's advancement, addressed the guests, who also witnessed a sound movie describing television. Demonstration was handled by Robert B. Stone, program manager of WRGB.

On November 23, 1942, we inserted the following advertisement in the newspapers. The thoughts expressed in it are even more important today than they were when first published.

MONEY TALKS

Make it speak the only language the Axis understands:

THE RUMBLE OF TANKS
THE ZOOMING OF PLANES
THE CRACK OF RIFLES
THE ROAR OF CANNON
THE BURSTING OF BOMBS

BUY WAR BONDS

INTERNATIONAL BUSINESS MACHINES CORPORATION

NBC AFFILIATED STATION

RICHMOND, VA.

WORLD'S MEMORABLE BATTLE GROUNDS
WIDER MARKET BETTER GUARANTEE

5000 WATTS

Presidential Order Silences Hoover

(Continued from page 10)

Solicitor General be given that opportunity.

"The law is indefinite," commented Chairman Lea. "Over a period of 140 years the executive department of the Government has been excused. I take it the President couldn't instruct a member of the executive department not to testify." Mr. Lea did exempt questions involving security in wartime and when Mr. Garey told the Committee no problem of "national security" was involved, but that "a citizen of the United States, through the FCC was illegally and wrongfully put off the air and the FCC tried to pass it on to the FBI".

Chairman Lea suggested that Counsel Garey submit "all questions to the Attorney General to see if they can be answered". Rep. Edward J. Hart (D-N. J.) interposed:

"With reference to answering questions, I would believe anything Mr. Hoover tells this Committee. I have a high regard for him and I think this Committee shares it. But there's something a bit nebulous about a witness coming here and saying the Executive instructs another executive what to testify as to certain questions. In order for the record to show, this Committee is entitled to know what's in this letter. I think the Attorney General should be advised something of the rights of this Committee. After all Congress does have some rights."

Union Agreement

After Mr. Garey had read some correspondence referring to E. G. Harrison, an employe of the FCC, Mr. Hoover testified that in June 1940 Mr. Harrison informed the FBI that the Commission planned to get fingerprints of radio operators as an aid to the Bureau but that subsequently, after taking it up with the Commission, "we learned it was the desire of the FCC not to make the fingerprints part of the records of the Department of Justice".

Chief Hoover added that the FCC "did not feel it was proper to make the fingerprint cards part of the records of the FBI because of an agreement with unions." Under questioning Mr. Hoover said radio operators on ships "could endanger national security" and that they were a "matter of grave concern to the FBI." He declared the FBI "most certainly was desirous of obtaining their fingerprints and records".

Then came the series of letters between the FBI and FCC, to which Mr. Hoover declined to testify on advice of Mr. Cox. Mr. Garey read them into the record, one by one, and frequently when he asked Mr. Hoover if the contents were correct, the FBI director replied: "The record speaks for itself."

When Rep. Hart questioned the scope of the presidential directive forbidding certain testimony, Mr. Cox replied that the President had ordered correspondence be not "discussed" nor "publicly disclosed".

FBI Opposes

Mr. Garey read into the record a letter dated Oct. 18, 1941, and addressed to FCC Chairman Fly in which the Dept. of Justice asked for the Commission's cooperation and for the fingerprints. When he asked: "You didn't get any cooperation did you?" Mr. Hoover replied: "I didn't get any fingerprints until June 27, 1942."

In a letter dated Jan. 2, 1942, Attorney General Biddle wrote Mr. Fly, according to the correspondence read into the record, that the FBI could not acquiesce to the FCC suggestions that the fingerprints be kept on file at the Commission. In part the letter said:

"Though we stressed the importance of the arrangement which we urged, we appreciated the considerations which moved you to your decision. The situation has materially changed in recent days. The evidence is strong that messages have been surreptitiously transmitted to our enemies by radio, and that military attacks upon the territory of this country may have been furthered and facilitated thereby. . . . I honestly believe that the radio operators who are loyal and law abiding would themselves welcome such a move because it would serve at once to rid their lists of any undesirables among them and to confirm the loyalty and reliability of the others. Please think this over; I should hate to have something serious happen which might have been easily avoided."

Mr. Hoover testified that the conditions outlined by Mr. Biddle were true. When the Committee general counsel asked if the work of the FBI would have been facilitated had the FBI turned over the fingerprints in September 1941 when first requested, Mr. Hoover replied:

"I won't amplify that letter because of the directive."

"But you could answer the question were it not for the directive?" pressed Mr. Garey.

"I could," replied Mr. Hoover. Mr. Garey read a letter dated Jan. 12, 1942, from Mr. Fly to the Attorney General in which the FCC chairman agreed to turn over to the FBI fingerprints on the following conditions: (1) Results of the check to be communicated to the FCC; (2) fingerprints to be returned to the FCC permanent files and not be made a part of the Bureau's criminal files; (3) investigation to be concerned solely with "activities which relate to the national security and present war effort"; that no previous misdemeanors of operators that might be discovered be disclosed; that "other crimes which have nothing to do with security measures" be not disclosed; that "to revive offenses not related to the war effort or to open the door to the possibility of anti-union discrimination by employers would undoubtedly seriously affect the morale of the employes".

Many Bad Prints

A subsequent letter of Feb. 6, 1942, from the Attorney General, approved the first "condition" but opposed Mr. Fly's second and third provisos.

Mr. Hoover did testify, after another letter had been read into the record, that as of July 1, 1943, the FBI had received 214,000 fingerprints from the FCC but found a "very substantial number improperly taken". Mr. Garey placed into the record a tabulation of 47,575 improperly-taken prints.

Mr. Hoover testified, after more correspondence had been read, that the last of the 214,000 fingerprints were received by the FBI on March 27, 1943, "some 16 months after Pearl Harbor".

"WATCH THIS until I get back," Lt. (j.g.) Doug McNamee tells Alvin B. Sheehan, assistant general manager and director of promotion, WCCO Minneapolis, as he hands over his stop watch. Lt. McNamee was a member of the WCCO production staff before he got his orders on Jan. 12 to report to Tucson, Arizona for indoctrination in the U. S. Naval Reserve.

Bank on Radio

MODERN ideas are the rule of the Burlington, Vt. Savings Bank. When Levi P. Smith, president of the bank, gave his annual address to the bank corporators this year, he decided to use the airwaves. So the talk went out on the Burlington station WCAX Jan. 19.

WAKR
TOWERS OVER AKRON
Basic Blue Network
5000 WATTS · DAY & NIGHT
WEED & CO., National Representatives

THE VOICE OF MISSISSIPPI
WJDX
5,000 D
1,000 N
JACKSON
N. B. C.
MISSISSIPPIANS' EFFECTIVE BUYING INCOME UP 70%

Mississippi's per capita dollar increase in effective buying income in 1943 over 1942 increased 70% and stepped the total effective BUYING INCOME of Mississippi UP to $1,074,426,000.

Remember two highly important things in 1944: (1) The Mississippi Market is UP 70% in effective BUYING ability; (2) WJDX dominates this market and can give you effective results!

Owned and Operated by
LAMAR
LIFE INSURANCE
COMPANY
JACKSON MISSISSIPPI

Hon Hub Jackson

Russel Seeds Co.

Chicago, Ill.

Dear Hub:

By golly, Hub, you ought to see these guys at WCHS running around here like chickens with their heads cut off.

I asked one of the salesmen what all the fuss was about, and he says something about a new Crossley just out that gives WCHS 61.4% of the morning audience, 62.1% (and there he screams) of the afternoon's, and 54.8% of the night - time's. I don't know what he means about this percentage of audience business, but I don't see why he should worry as long as WCHS has the most listeners. Anyway, he grabs his hat and beats it out yelling it's a cinch to get 3 or 4 new contracts before the day's over, so I guess whatever this guy Crossley has done must be OK for WCHS.

Regards

Yrs.
Algy.

WCHS

Charleston, W. Va.

A 50,000 watt audience *at a* 250 watt rate

C. E. HOOPER
FOR OCTOBER & NOVEMBER, 1943

	A	WGRC	B	C
MORNING INDEX MON. THRU FRI. 8:00 - 12:00 A.M.	12.6	29.9	32.2	24.1
AFTERNOON INDEX MON. THRU FRI. 12:00 - 6:00 P.M.	28.0	34.9	22.9	13.0
SUN. THRU SAT. EVENING INDEX 6:00 - 10:00 P.M.	43.0	12.8	33.5	9.4

... and maybe you don't think
WE'RE PROUD OF IT!

WGRC
Mutual

LOUISVILLE'S TRADING AREA
= 47% OF KENTUCKY'S POPULATION
= 57% OF ITS BUYING POWER

Burn-Smith-*National Representatives*

Nominating Group Favors Ryan

(Continued from page 9)

caster since 1927, when Fort Industry acquired its first station. During the two years he has served with distinction in Washington as radio censor, not a single major incident has developed to reflect upon voluntary radio censorship.

There has been no indication about the length of Mr. Ryan's NAB tenure, if arrangements are completed. But based on past expressions it is assumed he plans to return to station operation in Toledo at some future date. Mr. and Mrs. Ryan have maintained their home in Toledo along with an apartment in Washington since he joined the Government service.

'Rump Movement'

Mr. Miller emerged successfully from his last set-to with the NAB board at a meeting in Chicago July 30, at which time the board paved the way for nomination of a new president prior to the expiration of his term July 1. William B. Lewis, former CBS vice-president and afterward OWI assistant director, had been proposed as Mr. Miller's successor but the day before the board meeting, withdrew his name from consideration on the ground that the industry's greatest need is for "unity of purpose and action." Mr. Lewis since has accepted a position as executive vice-president of American Network Inc., FM national network project.

The effort to provoke a change at that time was characterized as a "rump movement" by Mr. Miller's supporters. This meeting marked the third open effort to change the NAB high command. The first came in Chicago July 15, 1942 and the second Oct. 13, 1942. All were successfully resisted.

Led ASCAP Fight

Members of the NAB board, in addition to President Miller and the six members of the nominating committee are: Kolin Hager, WGY Schenectady; Ray F. Thompson, WFBG Altoona; James W. Woodruff, WRBL Albany; Hoyt B. Wooten, WREC Memphis; Nathan Lord, WAVE Louisville; John E. Fetzer, WKZO Kalamazoo; E. L. Hayek, KATE Albert Lea, Minn.; William B. Way, KVOO Tulsa; Hugh A. L. Halff, WOAI San Antonio; Ed Yocum, KGHL Billings, Mont.; Arthur Westlund, KRE Berkeley; Calvin J. Smith, KFAC Los Angeles; Harry R. Spence, KXRO Aberdeen, Wash; Barney J. Lavin, WDAY Fargo, N. D.; Herb Hollister, KANS Wichita; Frank King, WMBR Jacksonville; Leslie C. Johnson, WHBF Rock Island, Ill.; Paul W. Kesten, CBS vice-president and general manager; and Frank M. Russell, NBC Washington vice-president.

Mr. Miller was elected the NAB's first paid president in 1938. A native of Louisville, he had served as its mayor and had distinguished himself for his activities during the Louisville flood in 1937. He was serving as business manager of his alma mater, Princeton U., at the time the NAB selected him. Prior to his appointment, the presidency of the NAB had been held by active broadcasters elected annually, with the organization itself directed by a fulltime managing director and staff.

Mr. Miller is credited with having marshalled the industry forces in the copyright battle with ASCAP, which culminated several years ago in an equitable arrangement for payment of royalties for copyrighted music. He was instrumental in the creation of Broadcast Music Inc., as an industry owned music source and serves as president of that organization as well as the NAB.

Mr. Miller's difficulties first began largely because of controversies with James Lawrence Fly shortly after the latter became chairman of the FCC in 1939. Chairman Fly has berated both the NAB and Mr. Miller, contending the organization was a "stooge" of the larger networks. Mr. Miller's proponents have been disposed to describe the movement for reorganization as an "appeasement" of Chairman Fly. This, however, is vehemently denied by other industry figures who contend that a change in leadership is desirable in order to solidify the organization and give it a different character of leadership.

LEAVING TO BEGIN a new career, Margaret Dotson, WCKY Cincinnati promotion manager, receives the good wishes of L. B. Wilson, station owner, as she departs to join her husband, L. P. Kinnick, a Navy man stationed at New London, Conn. Prior to joining WCKY, Mrs. Kinnick was a special feature writer and assistant publicity director of the All-Year Club of Southern California.

Ryan's Active Career

Known to his radio intimates as "Harold", but to his college associates as "Jack", Mr. Ryan has held the respect and confidence of practically all those with whom he has been thrown in contact.

A native of Toledo, the 59-year-old executive attended grammar

KEEP THE SPHINX IN HER PLACE!

For centuries this great stone figure has crouched, enigmatic and inscrutable, in the vastness of the Egyptian desert. Half hidden for ages by the shifting sand, she has now been partially uncovered and lies there—a symbol of silence.

Silence—the death knell of your product, your name, your business. No, silence is not for you. Your name must be kept ringing in the ears of your customers, if your product is to find its place in tomorrow's market. Keep it ringing by radio!

In Canada, CFRB reaches the largest share of the richest market. Half the leading sponsored programmes in a key area, fed by three stations, are broadcast over CFRB.

CFRB

TORONTO

school and high school in that city. He graduated from Yale in 1908 and won the Phi Beta Kappa key. His fraternity, Beta Theta Pi, became a major extracurricular activity and he has attended practically all national conventions since 1907.

After college Mr. Ryan returned to Toledo to enter his father's business, the Arbuckle-Ryan Co., at that time manufacturers of agricultural equipment and railroad supplies. The company was dissolved in 1928 at which time he went into the gasoline business with Mr. Storer.

In 1927 the Fort Industry Oil Co. was formed in Cleveland and Toledo, and to promote it, radio was used. Arrangements were started with the then local station WTAL in Toledo and the Storer-Ryan partnership soon owned the station and changed its call letters to WSPD.

In 1931 the gasoline business was sold and the firm went into radio as its major activity. WWVA was purchased in 1931. In 1932 CKOK, which later became CKLW, was established in Windsor, Ont., serving the Detroit area. It was later sold. In 1935 WMMN was purchased and in the fall of 1938, WLOK joined the Storer-Ryan group. A year later came WHIZ, and in 1940 WAGA. Mr. Ryan is regarded as an expert administrator and organizer, and as a self-educated cost-accountant.

The Ryan home in suburban Toledo is a veritable treasury of rare first editions. Mr. Ryan is an inveterate walker and an expert contract bridge player.

JACK JOY DIES ON WEST COAST

JACK JOY, 48, chief of the West Coast office, War Department Radio Branch, Bureau of Public Relations, died at Sawtelle (Cal.) Veterans Hospital on Jan. 15. Death resulted from complications following two major operations. Although formally appointed to his West Coast position with resignation of Robert C. Coleson in October 1943, Mr. Joy never assumed actual duties. He had resigned as chief of the War Department Broadcast Service in July 1943 to regain his health when the new assignment was offered him.

Before joining the Radio Branch in July 1941 he was musical director of the Golden Gate Exposition in San Francisco. When attached to the War Department Broadcast Service he conducted the *Army Hour* band and had charge of the musical portion of the War Department program on NBC.

A pioneer in West Coast radio, he was for two years program director of Don Lee Broadcasting System, Hollywood, resigning in Sept. 1938. Prior to that Mr. Joy was musical and program director of KFWB Hollywood. He was in the Navy during World War I. Surviving is his widow, Edythe Joy of Tarzana, Cal.

NAB Conference

(*Continued from page 9*)

over entirely to group, committee or other satelite organization meetings, together with advance registrations. The convention will be called to order Tuesday morning and continue through Thursday. There will be pre-convention roundtables on customary business, technical and related subjects, but postwar activities and planning will be the main topic.

Chicago, Cincinnati Out

Members of the convention committees, aside from the chairmen, are Herb Hollister, KANS Wichita, and Harry Spence, KXRO Aberdeen, on programs, and Nathan Lord, WAVE Louisville, and John J. Gillin Jr., WOW Omaha, on site. All were present at the Chicago session except Mr. Gillin, who was in New York attending a meeting of the NAB Nominating Committee the preceding day.

Originally Chicago, Cincinnati or New York were listed as convention sites, in that order. Advanced bookings of other conventions at dates convenient or desirable for broadcasters, however, ruled out the other two cities. Moreover, it was concluded that with broadcasters anxious to learn of post-war planning, both technically and businesswise, New York, as the business hub, was most desirable.

If a banquet or dinner is held, it will be on Wednesday evening, Mr. Arney said. Only one business session will remain for Thursday, for election of directors-at-large, consideration of amendments to the by-laws, and other business which may be scheduled. The new NAB board will convene Thursday afternoon, under present plans.

American Home Corp. Acquires P. Duff & Sons

CONTINUING its expansion into the food field, American Home Products Corp. has completed negotiations for the acquisition of P. Duff & Sons, Pittsburgh, manufacturers of baking preparations, according to an announcement last week by Alvin G. Brush, AHP chairman.

W. Earl Bothwell Adv., Pittsburgh, will continue to handle P. Duff & Sons advertising, which includes the recently renewed *Galen Drake* news program on the CBS Pacific Coast stations. American Home acquired Harold H. Clapp Inc., producers of baby foods, in 1939, and last May obtained G. Washington Coffee Refining Co.

ROY HARRIS' "Sixth Symphony", which the composer was commissioned by the Blue to write last May, is nearing completion, and has been scheduled for the broadcast of the Boston Symphony Orchestra on April 15, 79th anniversary of the death of Abraham Lincoln. The Symphony is based on Lincoln's Gettysburg address.

PROGRAM THE
HEADLINERS!
NBC RECORDED PROGRAMS

For example:
THROUGH THE SPORT GLASS
with SAM HAYES

A new series of 26 quarter-hour programs. Thrilling moments in sports-history . . . famous figures in the sports-world . . . made vivid and exciting by Sam Hayes, ace sportcaster. Little known facts . . . dramatic re-enactments . . . covering the whole field of sports. Successfully sponsored by beverages, sports equipment, clothing firms and makers of other products of interest to men. Ask for presentation, audition records, availability data, *today*.

★ ★ ★

Many other NBC Recorded Programs—
5 minutes to half-hour.

National Broadcasting Co
NBC
A Service of Radio Corporation of America
NBC RADIO-RECORDING DIVISION
AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS
RCA Bldg., Radio City, N. Y. . . Merchandise Mart, Chicago, Ill.
Trans-Lux Bldg., Washington, D. C. . . Sunset and Vine, Hollywood, Cal.

WAVE DOESN'T JUMP FOR JOY (Ky.)!

Chances are, WAVE doesn't even jump *to* Joy (Ky.)—much less *for*. But don't let that make you sad. WAVE *does* leap all over the big Louisville Trading Area, which, with 57.5% of Kentucky's buying power, is what counts in this State! To gladden your heart further, WAVE gives you this market at lowest cost—gets *listeners* because it's the only NBC station within 100 miles. Try WAVE, and you'll jump for joy!

LOUISVILLE'S
WAVE
5000 WATTS . . . 970 K.C. . . N.B.C.
FREE & PETERS, INC.
National Representatives

OHIO'S 3RD MARKET

One of the
Nation's Great
Steel Centres.

WKBN
YOUNGSTOWN, OHIO
5000 WATTS 570 KC

Represented by:
Paul H. Raymer Company

PACIFIC COAST
PROGRAM NOTES

The Invasion may be on before you read this.

And with Invasion will come unprecedented interest in military analysis. Especially in the coherent, palatable type dispensed by Major General Paul B. Malone, U. S. A. (Ret.), the Pacific Blue Network's military expert.

His "expertness" has a solid root in three decades of command in the Far Eastern and European theatres, as a responsible strategist on the General Staff before, during, and after World War I.

General Malone is known nationally as "Newsweek's" military analyst. On the Pacific Coast he is even better known as a member of the Blue Network's burgeoning commentator staff.

In June "Variety" reported that the War Department had vetoed General Malone's plan to send Pacific Blue listeners his predictions on the state of the war six months hence because "Malone's predictions are too nearly correct to permit the widespread dissemination of his views on specific moves to come."

For eight months he has been a bulwark of Pacific Blue's daily hour of news and commentary–the "Blue Newsroom Review" (1:00 to 2:00 P.M., Monday through Friday).

His section of the "Newsroom" (1:15 to 1:30 P.M.) already commands 20% of the sets-in-use, rates 2.3.

As you may have read, S & W Fine Foods, Inc., thru Brisacher, Van Norden and Staff, have purchased the first section of the "Newsroom" (1:00 to 1:15 P. M.) five days a week with Sam Hayes.

Following Hayes, who is Mr. News west of the Great Divide, certainly won't harm the General's rating a bit.

There's a lot more to tell about Major General Paul B. Malone. The whole story's in a presentation you should get from Blue Spot Sales or

PACIFIC BLUE NETWORK

Enlistment Upsurge Causes Cancellation Of OWI Women Marines Recruit Drive

AN EMERGENCY request to networks and stations to cancel OWI allocations scheduled next month for Women Marines recruiting was transmitted last Thursday by the Domestic Radio Bureau following advices from the Marine Corps that more applications are being received than can be handled.

Informed by Marine Corps officials that a three-week campaign scheduled to begin Jan. 31 will be unnecessary, William Fairbanks, chief of the Bureau's allocation division, requested producers of network programs to substitute WAVES recruiting messages for Women Marines (early story p.28).

Suggests Tribute Theme

Recognizing that many programs may be already written, Mr. Fairbanks suggested the recruiting appeal be omitted and the message used as a tribute to the Women Marines. Where messages can be easily revised for WAVES recruiting, advertisers were urged to make the change. Fact sheets were dispatched to assist writers.

Stations assigned transcribed announcements on Women Marines recruiting were notified by John D. Hymes, chief of station relations, that live announcements on WAVES recruiting were being sent them airmail special delivery to substitute for the transcriptions.

Applications for enlistment in the Marines have reached such volume, OWI was informed, that not more than half of those seeking admission can be accepted with existing training facilities. The quota of 12,000 set for Jan. 1, 1944, has been exceeded by 3,000 and current enlistments are sufficient to enable the Corps to reach its ultimate strength of 19,000 set for July 1.

It was pointed out that a radio campaign conducted by OWI last summer boosted WAVES recruiting from 500 to 1,000 a week and that the carry-over from the drive lasted for some weeks afterward. This campaign likewise increased the enlistment of Women Marines, as one out of every five programs was devoted to the Marine Corps.

In contrast to the relatively small force required for the Women Marines, the quota for the WAVES is 91,000 by the end of 1944. At present, the WAVES strength is approximately 50,000 and enlistments are in excess of 900 weekly. The Navy plans to increase that figure to 1,200 a week and expects, on the basis of previous recruiting drives, that the radio campaign scheduled by OWI will accomplish the result.

Control Change Granted KNET and WHO by FCC

ACTIONS of the FCC last week granted consent to transfer control of KNET Palestine, Tex., from the Pauline Mayer Gordon Estate (33%) to Bert Horswell (34%) and Beverly Gordon Horswell (33%) to Ben A. Laurie, Billy A. Laurie and Leita Moye Laurie through the transfer of 100% of the issued and outstanding stock for $7,800. Reason for transfer is that Bert Horswell, now handling the Gordon Estate, does not have time to manage KNET properly.

Billy Laurie (49%), active in radio production and operation, is the son of Ben A. Laurie (50%), sales representative for R. M. Hughes & Co. Billy Laurie's wife, Leita M., holds the other one per cent.

Consent was also granted to WHO Des Moines for transfer of control from Daniel David Palmer to a trusteeship composed of B. J. Palmer, Mabel Palmer, Daniel David Palmer and William M. Brandon. No money consideration was involved. Daniel David is the son of B. J. Palmer.

Olliphant Joins NBC

S. ROBERT OLLIPHANT has joined NBC's legal staff in New York, it was announced last week by A. L. Ashby, vice-president and general counsel of the network. A graduate of Columbia U. and Columbia Law School, Mr. Olliphant has been in private practice specializing in aviation law.

Ogilvie Named Director Of CIAA Radio Division

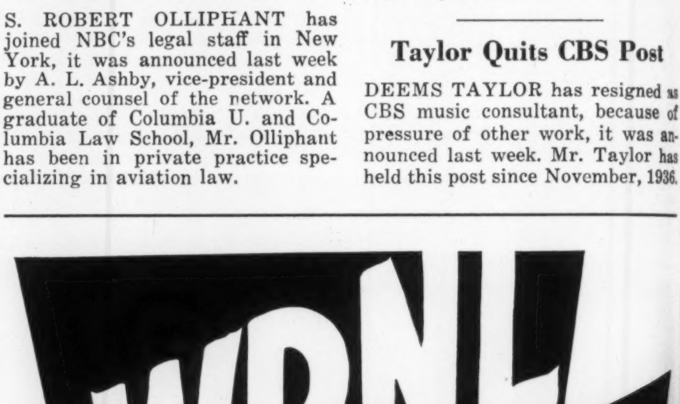
JOHN W. G. OGILVIE, formerly acting director of the radio division of the Office of Coordinator of Inter-American Affairs, has been named permanent director of the division, a post originally held by Don Francisco, now assistant coordinator in charge of the information department.

Mr. Ogilvie

Specializing in public relations, Mr. Ogilvie was assigned to Argentina in 1930 by IT&T. In 1935 he went to Puerto Rico as president of Radio Corp. of Puerto Rico, which operated WKAQ San Juan, and vice-president and general manager of Puerto Rico Telephone Co. In 1937 he served in Spain with IT&T during the Civil War. In 1938 he was transferred to New York by IT&T, in charge of radio operations and he joined CIAA Nov. 15, 1941.

Taylor Quits CBS Post

DEEMS TAYLOR has resigned as CBS music consultant, because of pressure of other work, it was announced last week. Mr. Taylor has held this post since November, 1936.



CAKE-CUTTING FOR BAUKHAGE on his 10th anniversary as a commentator brought many leading Washingtonians to the Blue Washington studios. At his right is William D. Hassett, of the White House secretarial staff. Watching from the other side are (l to r) Claude A. Wickard, Secretary of Agriculture; David Lawrence, news columnist and publisher of the United States News; Senator Scott Lucas (D-Ill.); Rep. Joe Martin.

Goodyear Postpones

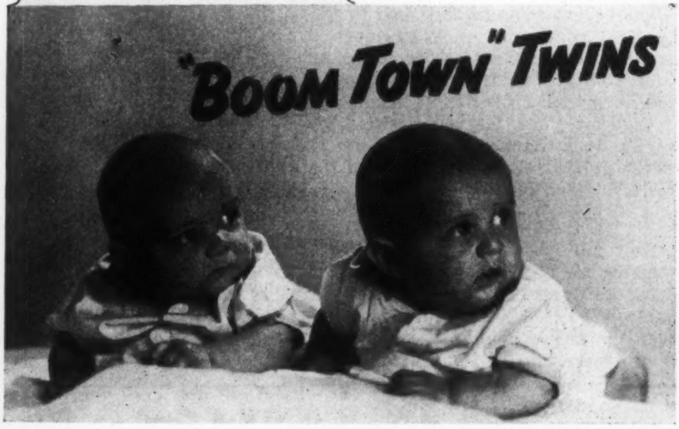
GOODYEAR Tire & Rubber Co., Akron, has set the format for its institutional CBS show starring Walter Pidgeon [BROADCASTING, Dec. 27], and has postponed the starting date from Jan. 30 to Feb. 6. The program will present guest actors. Originating from KNX Hollywood, and titled *The Star & The Story*, it will be heard on 130 CBS stations, Sun., 8-8:30 p.m. Agency is Young & Rubicam, N. Y.

Satevepost on Blue

CURTIS PUBLISHING Co., Philadelphia (*Saturday Evening Post*,) on Feb. 8 begins sponsorship of a quarter-hour drama and interview program on the full Blue (10:45-11 p.m.). Contract is for 52 weeks. Agency is MHcFarland-Aveyard, Chicago.

BOOTS AIRCRAFT Nut Corp., a war plant in New Canaan, Conn., has signed a 52-week contract for Sunday 4-4:30 p.m. on Mutual. Plans call for a musical-variety show starring Eddie Dowling. Agency is Cecil & Presbrey, New York.

Wichita - - KFH



Pictured are Jerry Kent Hill and Jimmy Kent Hill, bright-eyed twin sons of Mr. and Mrs. Kent Hill—Hall-Gentry Studios.

Everything Goes DOUBLE in Wichita! . . . in babies, and in sound, solid sales gains. Wichita is **first** in the booming Southwest with more than $16,000,000 in retail sales monthly; **second** in the entire nation in record-breaking sales increases! And, Wichita's fabulous aviation industries will **stick** in the global progress of air transport with the return of peace. Good reasons, all, to **Stick to That Selling Station** in Kansas' richest market.

KFH

CBS—5,000 Watts Day & Nite—Call Any Petry Office

WLB DISC REPORT IS EXPECTED SOON

TRIPARTITE Panel appointed by the National War Labor Board to investigate the dispute between American Federation of Musicians and the recording industry, now between AFM and Columbia Recording Corp., RCA Victor and NBC radio recording division, is expected to have its report ready for submission to the NWLB by the end of the month. Meanwhile, the three companies which have not accepted the contract in effect between the union and other recording companies continue to operate without the use of AFM members.

James C. Petrillo, AFM president, has been absent from New York and there have been no meetings between him and the network presidents since December to discuss a renewal of the network contracts with the AFM locals in key cities which expire the end of this month. Request of the national organization that the locals do not resume negotiations with the networks, made last August when the NWLB hearings were announced had not been rescinded last week, but general feeling in both union and industry circles is that no strike will be called at this time.

Gallup Poll Data Released to Radio

FOR THE first time, a radio station—WHAM Rochester—will carry the results of the Gallup Polls as a regular feature, it was learned last week. Subscriptions to the survey material gathered by Dr. George H. Gallup's American Institute of Public Opinion, have heretofore been confined to the press, although the results have been the subject of individual broadcasts from time to time.

Purely Experimental

Arranged on a purely experimental basis, the Gallup material will be broadcast in a quarter-hour, evening period Wednesday and Friday, starting as a sustainer sometime within the next few weeks, according to a spokesman for the Institute. Broadcast will begin with news flashes tying in with one particular question selected for presentation. Local interest will be added through the participation of several Rochester citizens, who have been interviewed on the topic at hand. Plans for the entire series are subject to change depending on the outcome of the initial broadcasts.

Disclosure of the contract between WHAM and the Institute follows shortly on the announcement by the Blue, WHAM parent network, that it has arranged with Opinion Research Corp., Princeton, N. J., to conduct special polls on the post-war world, the results to be broadcast in a Monday night series, *America Looks Ahead*, which started last week.

TO MAKE SURE of getting the audience of Nova Scotia's most thickly populated area it is hardly necessary to stress the fact that the station is . . . . .

CHNS

Halifax, Nova Scotia

JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.

WSPA
5000 Watts Day
1000 Watts Night
950 kc.
CBS
Spartanburg, S. C.
Represented by Hollingbery

The *Only*
BLUE
Network Station
Serving
the *28th* * U. S.
Metropolitan District

WFMJ

Youngstown, O.

* J. Walter Thompson Research Dept

MONEY TO BURN
Farmers in this six-state area never had more money in their lives. They're BUYING! WIBW can make them ask for your product.

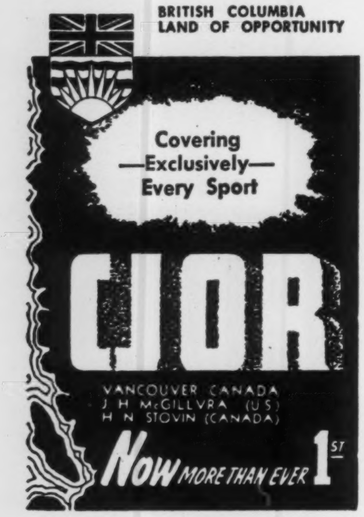
WIBW The Voice *of* Kansas *in* TOPEKA

No Penny Pinchers

Winston-Salem wage earners are well paid, are sure of their jobs and spend freely. A campaign on WAIR will convince you that these good people like the good programming of this good station.

WAIR

Winston-Salem, North Carolina



SPORTS
MUSIC
NEWS
W ★ H ★ N
50,000 WATTS
DIAL 1050

WFBG

ALTOONA, PA.

Complete Coverage

NBC affiliate and
BLUE Network

19 years in the public service

HEADLEY-REED CO.
National Representatives

ASCAP Bond License Plan Is Adopted

Per Program Basis For Stations Not Blanketed

AGREEMENT affording stations not under ASCAP blanket licensing the opportunity of using Treasury Dept. recordings on a per program basis was concluded last week by the War Finance Division of the Treasury and John G. Payne, ASCAP general manager.

Under the agrement, stations using a "complete, sponsorable program" shall make payment on a regular "per program basis" for the show. It is also noted that stations using the WFD discs on a sustaining basis as in the past will not be required to pay any licensing fee.

As the Fourth War Loan Drive for $14,000,000,000 enters its second week, more than 750 stations are utilizing the WFD quarter-hour and five-minute sponsorable recorded programs. Many of these and others are also using live announcements prepared by the WFD, announcements issued through OWI, and special programs and features of their own in support of the Drive.

Special Guests

Elmer Davis, chief of OWI, on Jan. 21 was to have appeared in behalf of the campaign on the *Amos 'n' Andy* Friday evening show sponsored on NBC by Lever Bros. for Rinso. On Jan. 26 Donald Nelson, head of WPB, is scheduled to present a War Bond message on the Lucky Strike *Kay Kyser* program, broadcast Wednesdays, 10-11 p.m. on NBC. Rear Adm. Emery S. Land, Chief of U. S. Maritime Commission, is scheduled for the electric utilities *Report to the Nation* broadcast of Feb. 1 over CBS, 9:30 p.m. Wrigley's *First Line* show on CBS for Feb. 3 plans to present Lt. Gen. A. A. Vandegrift, U. S. Marine Corps Commandant. Secretary of the Treasury Morgenthau and Adm. Ernest J. King, Chief of Naval Operations, are scheduled for the Feb. 6 broadcast of *We the People*, sponsored by Gulf Refining Corp. on CBS.

John L. Sullivan, assistant secretary of the Treasury, will present a bond appeal on CBS Jan. 30, 1:45-2 p.m. Eric Johnston, president of the U. S. Chamber of Commerce, will speak over MBS on Feb. 14, 6:15-6:30 p.m. Owens-Illinois Glass *Broadcast Matinee* on CBS Feb. 4, 4-4:25 p.m., will feature Mrs. Henry Morgenthau Jr., interviewed by Mrs. James Doolittle.

CBS is presenting a total of 16 half-hour bond programs from top-notch night clubs in the New York area. Broadcasts are presented on the network 12:30-1 a.m. every Thursday, Friday and Saturday nights during the Drive.

The Blue network has chosen as the theme for its War Bond day, Sunday, Feb. 13, the slogan "Over the Top". Plans were also made last week to have correspondents conduct soldier interviews and make direct appeals on news roundup programs.

Washington (D.C.) stations have found the Maritime Service training ship *Liberty Ship American Mariner*, now on display at Washington, a rich source for special programs. The 10,000 ton ship which was commissioned a year ago is constructed from a liberty hull and contains liberty engines. Space which ordinarily would be used for cargo now holds classrooms and training facilities for some 250 trainees.

Shows From Liberty Ship

WRC Washington recorded three hours of on-the-spot programs while the vessel was enroute from New York to the Nation's Capital. Included is a description of traditional ceremonies performed aboard ship when Naval vessels pass Mt. Vernon on the Potomac.

Programs were edited from nine hours of recordings made by the WRC crew on the 450 mile trip and currently are being presented over the NBC outlet as contribution to Fourth Loan promotion.

WTOP, CBS Washington affiliate, has used the liberty ship as theme for several special programs and for promotion tie-in on its news programs.

The programs were arranged by Lt. S. H. McConnell, USNR, chief public relations officer for the United States Maritime Service and formerly with Hearst magazines, New York. He was assisted by Lt. Jack Banner, USMS, formerly public relations director of WNEW New York.

WWDC Series

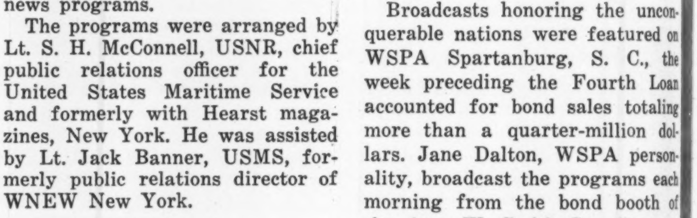
Half-hour bond rally Jan. 18 opening the District of Columbia's drive to meet its Fourth Loan quota of $95,000,000 was broadcast over WWDC Washington. WWDC is broadcasting a quarter-hour program each day of the Loan from Walter Reed General Hospital, Washington, featuring wounded war veterans who take orders for bonds during and following the broadcasts. War bond prizes are offered each day to the soldier taking the most orders and at the end of the Drive the one having the highest total will receive a $500 bond.

Neighbor-to-neighbor idea has been set forth in the WINX Washington Fourth Loan promotion activities. Live appeals made by people of all trades and by-ways are presented several times each day of the Drive by WINX. Announcements are each one minute and are worked into regular programs as friendly "me-to-you" messages.

Cornhuskers' Jamboree, sponsored by WKRC Cincinnati, opened the Fourth Loan in Norwood, Ohio on Jan. 18 and was broadcast by the station. Bonds totaling $87,500 were sold. A pair of Nylon hose was auctioned for a $50 bond and a hillbilly song went for $500. KYW Philadelphia sponsored a special performance of the "Ice Follies of 1944" Jan. 18 at the Philadelphia Arena. Admission to the ice show was through war bond purchase. Station on the same day broadcast a half-hour bond rally presented by Strawbridge & Clothier department store.

Nations Honored

Broadcasts honoring the unconquerable nations were featured on WSPA Spartanburg, S. C., the week preceding the Fourth Loan accounted for bond sales totaling more than a quarter-million dollars. Jane Dalton, WSPA personality, broadcast the programs each morning from the bond booth of the Aug. W. Smith Co., Spartanburg, sponsor of the series. Interviews were made with foreign born members of the armed services, many of whom had just returned from war duty. Climax broadcast of June 15 was a two-hour show



OPEN DOOR POLICY of Blue for new program ideas and talent was discussed by these network executives with talent agency representatives during recent Hollywood dinner meeting when Phillips Carlin, vice-president in charge of programs, voiced need for package shows. Program-minded group includes (l to r, seated): James L. Saphier, James L. Saphier Agency; Mrs. Don Novis, guest; Mr. Carlin; Leo Tyson, Blue western division program director; Don E. Gilman, Blue western division vice-president; Helen Ainsworth, National Concert & Artists Corp.; Everett N. Crosby, Everett N. Crosby Ltd. Standing, Bob Hussey, director of radio activities, Universal Pictures Co.; Melville A. Shauer, Melville A. Shauer Agency; Don Sharpe, F. W. Vincent Inc.; Ruby Cowan, Feldman-Blum Corp.; Marty Lewis, director of radio activities for Paramount Pictures Inc.; Joel Donahue, Myron Selznick & Co.; Jack Pomeroy, Pomeroy-Brandies Agency; Ralph Wonder, General Amusement Corp.; Ed Gray, Montner-Gray; Norma Reinhardt, National Concert & Artists Corp. Conferees agreed to seek ideas.

originating from the auditorium of Converse College and which featured the new Russian national anthem.

KSO-KRNT Des Moines personnel are divided into two "armies", the "East" and the "West" army, with each competing to get to "Berlin" first by out-selling the other in bonds. "General" Mary Little, radio editor of the Des Moines *Register & Tribune*, commands the "East" army while Gene Loffler, veteran announcer, heads the activities of the "West" army. Both "generals" appear daily on KRNT's *Victory Varieties* show to seek support for their respective factions.

H. J. Grimes Co., Nashville, Tenn., department store, is a typical sponsor of the Treasury transcribed programs. Concern is daily sponsoring the WFD quarter-hour *Treasury Salutes* series, the *Treasury Song for Today* five-minute series and ten 50-second announcements over WLAC Nashville. Contracts are all for one month. The store also continues its regular twice-daily news periods.

Bonds totaling $915,475 were sold in Phoenix, Ariz., Jan. 15, as Ralph Edwards launched his *Truth or Consequences* show on a bond-selling tour through the South. Program is sponsored on NBC by Procter & Gamble. A visual War Bond auction was featured on the *WOR Television Party* program on W2XWV, Dumont television station in New York, Jan. 18. Audience was shown a copy of Lt. William Lawrence Ryan's painting, "Harbor Light, Kingston, Jamaica," and invited to call in their bond bids.

Luft Returns to Radio Music Show With WJZ

GEORGE W. LUFT Co., Long Island City, resumes radio advertising in this country for the first time in nearly four years Jan. 24, with a five-weekly five-minute transcribed *Band of the Week* on WJZ New York. The WJZ campaign, aired in behalf of Tangee Petal-Finish face powder, a new product, supplements newspaper and magazine advertising.

The firm has used radio in Latin America for several years, and in 1944 is launching a large campaign there in radio and other media. Warwick & Legler, New York, handles domestic advertising.

ILLINOIS INSTITUTE OF TECHNOLOGY, Chicago, has appointed Fensholt Co., Chicago, to handle its advertising. Radio is contemplated.

Wide Scope Given To Press Wireless

FCC Grants Company Entry in Commercial Radiotelegraph

PRESS WIRELESS, under a ruling by the FCC, issued last Wednesday, becomes eligible to enter into the commercial radiotelegraph field "in competition with other American radiotelegraph carriers" in addition to conducting its press-transmission and certain Government business. The action did not grant Press Wireless specific authorization to communicate with any particular foreign point or points.

The FCC announcement said that the Commission would "regard Press Wireless as eligible for consideration in authorizations of communications circuits to overseas points where, because of military considerations, it is the policy of the Joint Chiefs of Staff and the Board of War Communications to limit operations of each such circuit to one U. S. carrier".

Protest to Senate

During hearings on the White-Wheeler Bill (S-814) before the Senate Interstate Commerce Committee, Joseph Pierson, president and general manager of Press Wireless, testified that the FCC failed to act on his company's application to establish a transmitter in North Africa, despite the firm's readiness to handle commercial business. The Press Wireless application for a license to do business as a commercial carrier as well as an exclusive transmission organization was pending before the Commission during the hearing.

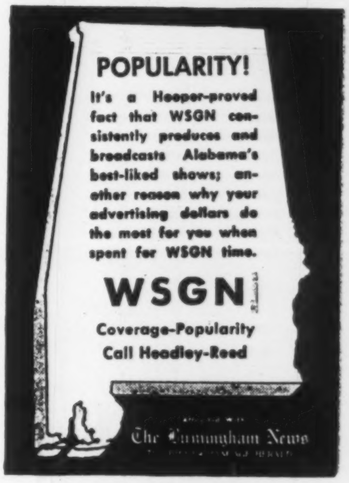
The Commission's Final Order notes:

> . . . Press Wireless was organized for the purpose of serving the press and since its organization (in 1929) has been a specialized press carrier, dedicated to the purpose of handling communications intended for public dissemination. . . . Experience with respect to the Algiers circuit . . . indicates there is some basis for believing that press traffic may constitute an important, if not the primary, type of traffic to be handled to and from war zone points to which the "one-carrier" policy may be applied. . . .
>
> . . . We believe that although primarily equipped to handle press traffic, Press Wireless is by virtue of past experience and present facilities, equipped to handle commercial traffic on a limited scale. Consideration should also be given to the fact that the United States press should not be foreclosed from the advantages of service by Press Wireless to and from points where press communications may constitute the preponderance of the total traffic. Therefore, in view of the above considerations, we shall regard Press Wireless as eligible for consideration in the authorization of circuits to points where the "one-carrier" policy may apply, so long as such policy is applicable.

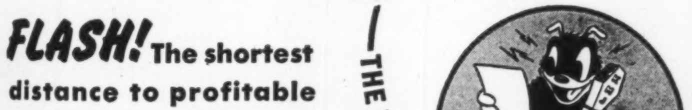
WMAQ Record

BREAKING all its previous sales records, WMAQ Chicago topped the million-dollar mark in 1943, it was announced last week by Oliver Morton, manager of the NBC central division local and spot sales department. At year's end, 1943 showed a 38.9% increase over the best previous year, 1942.

Win with—
CARRYING ALL CBS MAJOR PROGRAMS
KGVO
MISSOULA · MONTANA


POPULARITY!
It's a Hooper-proved fact that WSGN consistently produces and broadcasts Alabama's best-liked shows; another reason why your advertising dollars do the most for you when spent for WSGN time.
WSGN
Coverage-Popularity
Call Headley-Reed
The Birmingham News

NEW MEXICO
EL PASO
OLD MEXICO
TEXAS
Where the West really is—it's—
KROD
600 KC CBS
Business booms here. Thousands of new listeners in our unrivalled coverage area make KROD the best radio buy.
Dorrance Roderick, *Owner* Val Lawrence, *Manager*
HOWARD H. WILSON CO.
National Representatives


FLASH! The shortest distance to profitable results in California's billion-dollar market and western Nevada is The Beeline

McClatchy Broadcasting Company
Sacramento, California
Robert A. STREET
National Sales Manager
Paul H. RAYMER CO.
National Representatives

Covers Atlanta at LOWEST Cost!
WATL
ATLANTA
1400 KC
MBS
Represented by SPOT SALES

Dominating Its Community in Public Service!

KOIN

PORTLAND, OREGON

CBS Affiliate

FREE & PETERS • National Representatives

U.P.

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

Another WCKY Star

DAVID CARTER DEANE WCKY ORGANIST

50,000 WATTS C B S

THE L. B. Wilson STATION

KEEP BUYING BONDS!

McGrath Is Named Gallery Supervisor For Coverage of Political Conventions

D. HAROLD McGRATH, superintendent of the Senate Radio Gallery, has been named supervisor of the radio news gallery for the Republican National Convention in Chicago June 26. He will be assisted by William W. Vaughan, acting superintendent of the House Radio Gallery.

Mr. McGrath

Earl Godwin, acting president of the Radio Correspondents' Assn., Washington, announced last week that applications for seats in the Convention radio news gallery should be filed with Mr. McGrath no later than Feb. 15. The Association has been designated by the Republican National Committee to supervise the radio news gallery. Applications should be sent to Mr. McGrath, care the U. S. Senate Radio Gallery, Capitol, Washington.

Early Arrangements

"The Republican Committee has given us assurances," Mr. Godwin stated, "that every effort will be made to provide facilities, including seats, for all possible legitimate working newsmen and commentators. But it will be necessary for applications to be filed by Feb. 15 so that our needs can be presented to the arrangements committee when it meets in February.

'The set-up in the convention hall must be made early. The number of seats awarded to radio newsmen and commentators will be set by the arrangements committee after consultation with our committee. If we can have applications in by Feb. 15 there is less likelihood of disappointments."

The first news commentator to ask for a reservation at the Republican convention was Ray E. Dady of KWK St. Louis. His application was followed by one from Dr. Bertram L. Hughes of KXOK St. Louis.

That radio will play a strategic role in the coming national party conventions was indicated last week in the preliminary plans for coverage announced by NBC. For the first time in history, American servicemen overseas will be able to follow the developments at both assemblies—the Republican convention beginning in Chicago June 26, and the as yet unscheduled Democratic convention. No effort will be spared to give the troops coverage on a par with that for domestic listeners, according to NBC.

In addition to the usual pickups from the convention hall, special broadcasts from outside meetings and tie-ups from other cities, NBC has installed facilities to bring into the hall the latest war news, which, it is pointed out, might change the tenor of the proceedings at any moment. Television will also figure in coverage of the proceedings. Sound motion pictures of the meetings will be flown to New York each day for presentation on WNBT, NBC's television station. Special attention will be given to pre-convention political activities and to the "woman's angle."

First Test of Order

(Continued from page 10)

Ft. Worth Chairman of the Newspaper Radio Committee, pointed out that these exhibits were offered at the time of the hearings in 1941 and early 1942 but were objected to by NRC counsel as being "incorrect and misleading". Committee counsel, headed by Sydney M. Kaye of New York and A. M. Herman, Ft. Worth "will immediately prepare and file by Feb. 1, the necessary statements and exhibits for the purpose of correcting" the exhibits cited by the FCC and which were admitted, he concluded. The exhibits ordered by the Commission to be "received in evidence and made a part of the record of this proceeding" are as follows:

1. As Commission Exhibit No. 3 data entitled "Standard Broadcast Stations Associated with Newspaper Interest, Years 1931-1940" (108 pages):
2. As Commission Exhibit No. 17, an exhibit heretofore marked for identification and offered in evidence as Commission Exhibit No. 17 in this proceeding;
3. As Commission Exhibit No. 17-A, a list entitled "Cities with Two or More Daily Newspaper Enterprises, 1930 and 1940"., (11 pages);
4. As Commission Exhibit No. 408, a table entitled "Affirmative Answers to F.C.C. Questionnaire Question Number 2b" (1 page);

As Commission Exhibit No. 409, a table entitled "Affirmative Answers to F.C.C. Questionnaire Question Number 2d" (1 page);

As Commission Exhibit No. 410, a table entitled "Associated and Non-Associated Stations Having Had Arrangements, Agreements, or Understandings with Newspapers with respect to Advertising and Publicity Practices Since July 1, 1936" (1 page);

As Commission Exhibit No. 411, a table entitled "Associated and Non-Associated Stations Listing Specific Arrangements, Agreements, or Understandings Still in Force with Newspapers with Respect to Advertising and Publicity Practices" (1 page);

As Commission Exhibit No. 412, a table entitled "Affirmative Answers to F.C.C. Questionnaire Question No. 4c" (1 page);

As Commission Exhibit No. 413, a table entitled "Affirmative Answers to F.C.C. Questionnaire Question No. 4f" (1 page);

As Commission Exhibit No. 414, a table entitled "Answers to F.C.C. Questionnaire Question No. 4g" (1 page);

As Commission Exhibit No. 415, a table entitled "Answers to F.C.C. Questionnaire Question No. 5f" (1 page);

As Commission Exhibit No. 416, a table entitled "Answers to F.C.C. Questionnaire Questions No. 7a and 7b" (1 page);

As Commission Exhibit No. 417, a table entitled "Answers to F.C.C. Questionnaire Question No. 7c" (1 page);

As Commission Exhibit No. 418, a table entitled "Answers to F.C.C. Questionnaire Question No. 8" (2 pages);

As Commission Exhibit No. 419, a table entitled "Answers to F.C.C. Questionnaire Question 2a" (1 page);

As Commission Exhibit No. 420, a table entitled "Answers to F.C.C. Questionnaire Question 2c" (1 page);

As Commission Exhibit No. 421, a table entitled "Affirmative Answers to F.C.C. Questionnaire Question No. 4d & 4e" (1 page);

As Commission Exhibit No. 422, a table entitled "Answers to F.C.C. Questionnaire Question No. 6abcde" (1 page).

Rise in Listening Noted by Hooper

3 Features Added to Service; Bob Hope in First Place

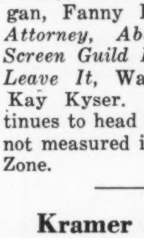
THE JAN. 15 evening program ratings report issued by C. E. Hooper, Inc., shows an increase of more than 8% in sets-in-use over the Dec. 30 report, and a 4% rise in the program rating average. Latest sets-in-use rating is 33.5. Bob Hope is back in first place after dropping to third in the Dec. 30 report as a result of the competition offered by the special Christmas show.

Three new features are introduced with the release of the Jan. 15 report which appears under the new title "Hooperatings Service," instead of the former "National Program Ratings." One innovation is the previously announced sponsor identification analysis [BROADCASTING, Oct. 4]. Another is a breakdown of listeners-per-set according to age and sex groups. The Jan. 15 report lists ratings for the 130 programs of subscribers, for men, women and child listeners. A third new service is the listing of Saturday ratings during all sponsored and sustaining daytime periods. Beginning in February, the report will also contain two Hooperatings each month for Sunday afternoon sponsored and sustaining network programs.

Fibber McGee & Molly ranks second in the list of "first fifteen," followed by Charlie McCarthy, *Aldrich Family*, Joan Davis with Jack Haley, *Radio Theatre*, Bing Crosby, Jack Benny, Frank Morgan, Fanny Brice, *Mr. District Attorney*, *Abbott and Costello*, *Screen Guild Players*, *Take It or Leave It*, Walter Winchell, and Kay Kyser. Red Skelton continues to head the list of programs not measured in the Eastern Time Zone.

Kramer at Princeton

WORTH KRAMER, president and general manager of WGKV Charleston, W. Va. has been commissioned lieutenant (j.g.) in the Naval Reserve and is now stationed at Princeton, N. J. In 1932 he joined WTAM Cleveland, later going to WGAR as singer-announcer, then program director. He has recently been director-producer of *Wings Over Jordan*, for four years a CBS feature. Lt. Kramer is on leave from the station.



Mr. Kramer

NAB Sales Managers Suggest Plan for Industry Promotion

Group Votes for Motion Picture or Program For Schools and Civic Organizations

NAB SALES MANAGERS Executive Committee unanimously passed a resolution addressed to the NAB board of directors recommending the appointment of a joint "committee of members of the SMEC and the Public Relations Committee to investigate the possibility of making a motion picture or some other suitable program that could be used by stations for presentation before schools, civic organizations, trade groups and for general consumer display through motion picture theatre channels."

Action was taken during a meeting of the committee at the Hotel Roosevelt, New York, last Tuesday and Wednesday, following a discussion of the results of the retail promotion plan presentation. It was reported that in addition to requests for showings to retail groups in about 35 new cities, and for about five repeat showings, the NAB has been asked to make the films available to some 80 schools, colleges and civic groups. One request was from the Los Angeles Board of Education, which wishes to show the films in every high school in that city.

Requests Through Stations

Pending action on its resolution for a special presentation, the SMEC voted to channel such requests through the stations in each community, renting the films at $20 for the first showing and $10 for each additional showing to educational and civic groups. The NAB has received more than 100 unsolicited letters from broadcasters commenting on the retail presentation, of which only three were adverse. Consensus was that the showing was more effective in smaller cities than in larger ones and that retailers were generally favorably impressed, with most disparaging comments on the presentation coming from non-retailers whom stations had invited to the showings.

Committee adopted a recommendation to the board that Lew Avery, NAB director of broadcast advertising, be given a fulltime assistant who would devote himself exclusively to the promotion of retail advertising on the air.

Avery to Report

Suggestion of a similar presentation to the automotive industry, made a year ago and tabled until the completion of the retail presentation, was discussed, with the group deciding that the motion picture and building and housing industries offer greater possibilities at this time. Mr. Avery was instructed to investigate the current and potential use of radio by these industries and to report back to the Committee at its next meeting.

On Wednesday morning the committee met with Maurice Mermey of Baldwin & Mermey, public relations counsel for the Proprietary Assn., to discuss the broadcasting industry's participation in the advertising clinic in New York May 16, during the association's convention. Mr. Mermey reported that the proprietary group would like a demonstration of what the broadcasters consider bad proprietary advertising on the air, suggestions for improvement and a demonstration of good proprietary advertising. Dietrich Dirks, KTRI Sioux City, chairman of the Committee, will appoint a sub-committee to work with Mr. Mermey in forming plans for this presentation.

SMEC approved the following proposed amendment of the NAB-AAAA recommended standard contract forms:

> If this contract is renewed for identical service, without interruption, beyond a 52-week period, the same earned rate will be allowed for the duration of such extended, continuous service as the rate earned for the original 52-week term. This provision shall not apply, however, for more than 52 weeks from the effective date of any revision of rates or discounts.

Advertisers Guests

This continuing discount clause, said to be in line with the practice of about 80% of the industry, will now be submitted to the AAAA for approval and then to the NAB convention. If adopted by both groups it will become part of the recommended standard contract for station facilities. Amendment was also discussed at lunch on Wednesday when Robert Jackson of AAAA and Charles T. Ayers of Ruthrauff & Ryan, representing the AAAA Time Buyers Committee, were guests of the SMEC.

CLOSELY EXAMINING Hallicrafters' model SX-28 are Irving Glerum, chief engineer in charge of production, R. E. Samuelson, chief engineer, and F. W. Schor, chief engineer in charge of development for Hallicrafters' Co., manufacturer of radio communications equipment. Mr. Samuelson's post of chief engineer is to be a staff position as a part of management, instead of a line position reporting to management. It is expected that this reorganization of responsibilities will result in increased efficiency in all departments, for this triple winner of the Army-Navy E, officials said.

Committee proposed a resolution that "network and non-network advertisers be discouraged from using and ultimately be denied the privilege of calling attention to another program on a competing network or station." After a discussion of hitch-hike and cowcatcher announcements on non-network programs the group reported: "It is generally agreed that the industry is opposed to the combination of two or more announcements of unrelated products into a single announcement." No action was taken regarding such announcements on network programs as it was felt that this problem is being effectively handled by the network affiliate advisory groups.

Group also adopted resolutions urging that local stations refuse to accept announcement schedules for broadcast on alternating weeks, or continuous schedules with different products advertised on alternating weeks. In addition they condemned the practice of some stations in putting "too many announcements into participating program periods."

Mr. Avery was instructed to report these resolutions to the NAB members at the district meetings beginning next month and to get their reactions and report back to the SMEC at its next meeting.

In addition to Mr. Dirks, who presided at the sessions, and Mr. Avery, meetings were attended by C. K. Beaver, KARK Little Rock; Arthur Hull Hayes, WABC New York; Walter Johnson, WTIC Hartford; James V. McConnell, NBC New York; John M. Outler Jr., WSB Atlanta; John E. Surrick, WFIL Philadelphia. Sam H. Bennett, KMBC Kansas City, and W. B. Stuht, KOMO-KJR Seattle, were unable to attend.

KXOK

ST. LOUIS • 630 KC.

5000 Watts Full Time

BLUE NETWORK

Represented by John BLAIR & Co.

A No. 1 JOB

in the DETROIT AREA

The new high time-sales record built by CKLW last year all goes to prove that a lot of radio-wise advertisers think we're a great station. In fact, it is the buy for *you* if you consider that our 5,000 watts at 800 Kc. gives the largest coverage in this, America's Third Market!

Union Guardian Bldg., Detroit

J. H. McGillvra, Inc.
Representative

CKLW

5,000 WATTS
DAY and NIGHT
800 Kc.

MUTUAL BROADCASTING SYSTEM

The TEXAS RANGERS now

Selling
Tire Recapping
on
WCHV
Charlottesville, Va.

. . . also selling many other products on many other stations.

George E. Halley
TEXAS RANGERS LIBRARY
HOTEL PICKWICK • KANSAS CITY, MO.

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

AP
WPDQ, Jacksonville, Fla.
. . . your Telescript features such as "Behind The War News", "It Happened This Week" and "Washington Inside Out" are so good that they have always been sponsored on this station.
Robert R. Feagin,
General Manager
available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York N. Y.

Rise of Radio as Advertising, News Medium Is Hit by Evans

Chicago Sun Publisher Sees Threat to Newspapers; Asks Tighter Supervision of Broadcasting

BECAUSE radio offers "a serious challenge to the position of the newspaper as the primary advertising medium", Silliman Evans, publisher of the *Chicago Sun*, called for tightened supervision of the medium and has criticized publishers because of the "ineptitude and stupidity" which permitted radio to become a prime news medium.

Mr. Evans

In an address the night of Jan. 14 in Chicago before the National Council for Professional Education in Journalism, Mr. Evans recommended legislation requiring "recording of every minute of broadcast over every radio station, irrespective of the character of the program, the time or the power of the station".

Mr. Evans made no reference to the experience of *The Sun* in the broadcasting business. It formerly operated WJWC in Hammond-Chicago, but gave up the ghost last year when war conditions prevented expansion of facilities. Several years ago, Mr. Evans, as publisher of the *Nashville Tennessean*, sought a new station in that city.

Attacks Radio Ads

Charging that many stations carry advertising verbiage which the newspaper in the community, "probably turned down because of ethical standards", Mr. Evans contended that there is no record of radio advertising, whereas the newspaper is a record in itself. He alluded to the "limited monitoring" now done by the FCC, but held this was not sufficient and that legislation requiring recording and filing of all broadcasts was essential.

No mention was made by the publisher of scrutiny of commercial radio broadcast continuities by the Federal Trade Commission which is charged with ferreting out false and misleading advertising in all media. On wartime schedules full commercial scripts are furnished on local programs twice a year. National and regional networks provide continuous weekly commercials and producers of electrical transcription companies submit reports monthly.

Reciting his reasons for his "fear" of radio, Mr. Evans said that aside from the challenge to the position of the newspaper as the primary advertising medium, he feared radio "because people in increasing numbers look to radio for the news of the day." And, "because of the ineptitude and stupidity of our newspaper leadership which permitted radio to become a prime disseminator of news".

FCC Rule Vague

Discussing the FCC's new ruling on newspaper ownership of stations, the Chicago-Nashville publisher said that "it was not conclusive". In deciding to judge cases individually, Mr. Evans declared, that the closest this ruling approached conclusiveness is the assertion, that whereas newspaper ownership is no bar to radio station ownership, it would be a factor for argument and decision in the event the FCC found two applicants, one newspaper and one non-newspaper "equally well qualified".

In 1929, Mr. Evans said radio received $18,730,000 in national advertising or 4% of such appropriations, whereas newspapers received $260,000,000 or 55%. In 1942 radio carried $164,905,000 in national advertising or 33.9%, while newspapers received $143,267,000 or 29.5%. In 1929 the newspaper share was 14 times that of radio, while in 1942 radio expenditures exceeded those in newspapers by more than $20,000,000 he said. Total national advertising appropriations increased by three percent during this period. Thus, he concluded radio appropriations increased by 780.4% while newspapers were reduced 44.9% and magazines 7.9%.

The non-radio newspaper is suffering the brunt of the dollar loss Mr. Evans declared. He said the situation is not "an encouraging one" for the non-radio newspaper.

"Stupid Press"

Calling it the duty of newspapers to demand that they have at least equal access to whatever utility is available for dissemination of news, Mr. Evans said that now that FM has opened a new horizon in radio channelization of the news, every newspaper should be given the "right to have and operate FM". The only alternative to a final policy, that there shall be no future radio licenses granted to the 1400 newspapers now without radio affiliation, should be that radio stand "absolutely on its own as an out and out competitor with the newspaper, as an advertising medium and a source of news and information", Mr. Evans said. "The radio, under these conditions, both AM and FM should be owned and operated *only* as radio."

Mr. Evans chided "an obliging, if stupid press", for carrying, gratis, columns of pictures and publicity about radio which he contended had helped build the radio audience. He inferred that radio was susceptible to advertiser influence, whereas newspapers are not.

In another lunge at radio, Mr. Evans contended the public was not adequately informed as to ownership and management of stations. About dawn every morning the broadcaster conforms with the FCC rules by "sleepily saying that WBVD is owned and operated by the Heavenly Rest Greenhouses Inc., but no details are given directly to the public as to actual ownership, indebtedness and management, as is required of newspapers by an Act of Congress. This information, true, is on file in the labyrinth of files at the FCC in Washington, but not accessible to the listener in Keokuk, Iowa. The radio should be required to give the public these details and because of the evanescence of broadcasting should do so frequently and at high listening periods."

Newspaper publishers, Mr. Evans said, are responsible "to a culpable degree" for both the critical newsprint situation and the "incursion of the radio in the newspaper field as a disseminator of news and as a highly competitive medium."

CONGRATULATORY WHACK is administered to Arthur Godfrey, WTOP Washington early morning humor man who daily features a personalized "getter-upper" service for Washingtonians, by friend Arch McDonald, fellow WTOP broadcaster, on the event of Godfrey's 10th anniversary celebration broadcast from Loew's Capitol Theatre in Washington.

Research Benefits

JOHN J. KAROL, assistant sales manager and market research counsel for CBS said last week that the radio industry had paved the way in research and measurement of its own effectiveness, forcing other media to take similar steps to show advertisers what they were getting in return for their money. Mr. Karol spoke at a meeting of the New England chapter of the American Marketing Assn. in Boston, Tuesday, Jan. 18. His topic was "Measurement in Radio". Radio research has not only aimed to help the client, but has contributed towards improving program quality and formulation of program policies, he said.

LOUIS LANDESMAN, former general manager of Norman D. Waters Associates New York, and more recently vice-president, space buyer and production manager of Ideas Inc., New York, has rejoined the former agency as treasurer.

Agenda Completed For CAB Meeting

Station Relations Are Keynote For Canadian Broadcasters

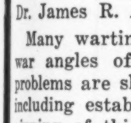
RELATIONS OF CANADA'S privately-owned broadcasting stations with the government-owned Canadian Broadcasting Corp. and the government's Parliamentary Committee of Radio Broadcasting will feature closed meetings of the forthcoming convention of the Canadian Assn. of Broadcasters at the Chateau Frontenac, Quebec, Feb. 14-16. The tentative agenda also calls for establishment of a Bureau of Broadcast Measurement, formation of a standing committee of advertisers, advertising agencies, executives and broadcasters to study ways and means of increasing effectiveness of commercial continuity of sponsored programs, a report on the work of the National Radio Committee in advising the government on use of broadcasting for war activities, establishment of a standing committee on programming.

This will be the fifth wartime annual convention of the CAB, and the first held anywhere else than Toronto or Montreal. It will be well attended by American broadcasters, with Col. J. B. Palmer, WHO, and Paul Chamberlin of the FM Division of General Electric listed as speakers. The annual dinner will be addressed by Dr. James R. Angell of Harvard.

Many wartime as well as post-war angles of current broadcast problems are slated for discussion, including establishment at the beginning of this year of a second Canadian Broadcasting Corp. commercial network, and the recommendations the private broadcasters will make to the Parliamentary Committee on Radio Broadcasting, which is expected to be called into being again this summer. Private broadcasters are expected to make recommendations that members of the CBC Board of Governors be appointed for their knowledge of radio's problems, rather than as at present.

Cormier to McGillvra

APPOINTMENT of Albert A. Cormier to an executive post in the sales department of Joseph Hershey McGillvra Inc., New York, was announced last week by Mr. McGillvra. Mr. Cormier's radio career began some years ago when he joined WOR New York as its first salesman. Subsequently he became commercial manager and general manager, serving WOR a decade. For three years he was vice-president and sales manager of WIP Philadelphia and later vice-president of Hearst Radio. Mr. Cormier's appointment brings the McGillvra New York sales staff to five.



Mr. Cormier

WJBK Right to Cancel Polish Program Is Upheld in Detroit Court Action

PETITION of the Polish Unionists Radio Hour Assn., sponsors of the Sunday Polish program, *Ray of Truth*, was denied by Judge Joseph A. Moynihan in Wayne County Circuit Court, Detroit, on Jan. 17. The petition was for an injunction to prevent WJBK Detroit from terminating its contract with the sponsor and removing the program from the air [BROADCASTING, Jan. 17].

The station had been forced by a restraining order to carry the program pending the injunction hearing. But that court order, which the sponsor obtained Jan. 10, was dissolved. The argument leading up to the decision started Jan. 14 and was continued until Jan. 17.

James F. Hopkins, WJBK manager, in a letter telling the Polish group of the *Ray of Truth's* cancellation, said the program had "failed to promote that unity among all population groups which is a prime essential to an early victory in this war." The plaintiffs, however, had countered by saying that the management had never found fault with their scripts but had frequently praised them. WJBK counsel cited frequent censoring of scripts, in refuting these statements. However, complete defense was based on the contract terms, which specifically reserved the station's right to terminate contracts.

"An effort is being made," Mr. Hopkins said, "to give our action the appearance of a blow at organized labor. . . . Our facilities have always been available to the workers, but there is no place in a labor program for discussion of post-war European boundaries, the blame for Detroit race riots, or many of the other topics which Stanley Nowak persists in bringing into his weekly talks." Nowak is a former Michigan state senator against whom a Federal indictment for failure to mention Communist membership in a citizenship application was dismissed some months ago by Attorney General Francis P. Biddle on the ground that the omission did not constitute an offense.

Gurney Proposes Press Safeguard

Plans Legislative Protection In FM, Video Exploration

AN AMENDMENT to the White-Wheeler Bill (S-814) safeguarding newspaper-owned radio stations from discrimination in development of FM and television will be offered by Sen. Chan Gurney (R-S.D.), member of the Senate Interstate Commerce Committee, he announced last week.

Following dismissal of the newspaper-divorcement proceeding by the FCC [BROADCASTING, Jan. 17], Sen. Gurney said he wanted to be sure that in the expansion of new fields in radio communications the Commission does not, by regulation, prohibit newspapers or newspaper-owned stations from exploring FM and television by denying them licenses because of occupational reasons. He plans to submit the amendment when the Committee goes into executive session to consider the revised measure.

Sen. Gurney, the only practical broadcaster on the Committee, formerly operated WNAX Yankton, S. D.

Indications last week were that the White-Wheeler Bill will not be ready for Committee consideration for some time, despite announcement a fortnight ago by Chairman Wheeler (D-Mont.) that he and the co-author, Sen. White (R-Me.), would have the bill revised by this week. Committee hearings on boxcar shortages have kept the chairman busy the last week, while Sen. White, acting minority leader, has been occupied long hours with his general duties.

Energine Adopts Serial To Replace Quiz Series

CUMMER PRODUCTS Co., Bedford, O. (Energine), will sponsor a night serial, centering around the efforts of a widower to bring up his three daughters, as a replacement for *Battle of the Sexes* on the Blue, Wednesday, 8:30-9 p.m., starting Feb. 9. Titled *My Best Girls*, and written by Lillian Day, the program will bring a complete episode in the life of the fictional Bartlett family with each broadcast.

No plans have been announced for *Battle of the Sexes*, which has been on the Blue since September, 1943, and previously on NBC for a number of years for Energine, and Mollé Shaving Cream. Young & Rubicam, New York, handles both products.

Cow-Catcher Spots Hit By Four Cowles Stations

FOLLOWING the lead of CBS, all cowcatcher and hitch-hike announcements have been ruled out by the four Cowles stations, KSO and KRNT Des Moines, WMT Cedar Rapids and WNAX Yankton, in the interest of good programming and uniformity in network, national spot and local service. The last three named are CBS stations. The new policy will go into effect Oct. 1 to allow for production and operational problems which make immediate change impossible.

While there will be no restriction on the number of products a client may advertise within his program time limit, all "simulated" spot announcements which pretend to be divorced from the program are no longer permitted.

You keep customers *when you* KEEP SPOTS BEFORE THEIR EARS!

ASK A JOHN BLAIR MAN ABOUT SPOT RADIO

JOHN BLAIR & COMPANY
NATIONAL RADIO STATION REPRESENTATIVES
CHICAGO
NEW YORK
ST. LOUIS
SAN FRANCISCO
LOS ANGELES
THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

★ ★ ★ ★

WSYR
The Only NBC Station Covering Central New York

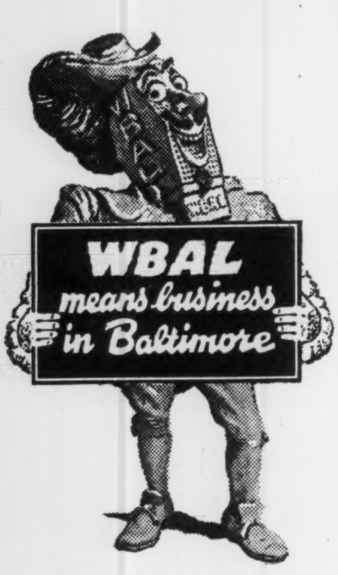
—including over 40% of farms in the state.

★ 5000 Watts at 570 Kc
★ Syracuse, N. Y.
Represented by Raymer

"Little Chief" says:-
UGH! UGH!*

*KSEI is your best bet in IDAHO

KSEI
POCATELLO · IDAHO



Edward Petry & Co., National Representative

GENNETT • SPEEDY-Q
Sound Effect Records
LARGEST LIBRARY IN THE WORLD
All $2.00 Each
INCLUDING LATEST ACTUAL WARFARE EFFECTS
IMMEDIATE DELIVERIES
Order From Nearest Office

CHARLES MICHELSON
New York, N. Y.
67 W. 44th St.

STARR PIANO CO.
Richmond, Ind.
So. 1st and B Sts.

STARR PIANO CO.
Los Angeles, Cal.
1344 So. Flower St

New Rules of the Federal Communications Commission Permit You to Place Your NBC, Blue or CBS Network Programs on WSAY
—if the network they are on cannot furnish coverage here

WSAY
ROCHESTER, N. Y.
MUTUAL OUTLET

THIRD LARGEST MARKET in the COUNTRY'S GREATEST STATE

CLASSIFIED Advertisements

Situation, Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington 4, D. C.

PAYABLE IN ADVANCE

Help Wanted

ANNOUNCER—Capable handling news—any class operator license. KIUP, Durango, Colorado.

Experienced Radio Announcer—On 5 kw Regional Network Station. Give personal information and salary requirements. Box 757, BROADCASTING.

Major Market network station needs versatile, experienced, draft-exempt announcer. Permanent job. Excellent working conditions and salary. Box 758, BROADCASTING.

Operator—With first class ticket. 5 kw Regional. Also opening for second class man. Advise age. experience. draft status first letter. Box 756, BROADCASTING.

Announcer—With some experience for 5 kw regional station just going network. Advise age, experience & draft status first letter. Box 755, BROADCASTING.

Wanted—Announcer with some experience. Advise age, draft status, salary expected and details in first letter. Write Box 753, BROADCASTING.

Wanted—First or Second Class Operator. Announcing ability desirable but not essential. Give full details. Draft status, starting salary first letter. Write Box 754, BROADCASTING.

Help Wanted (Cont'd)

Wanted—Announcer-operator, with first class license. Must be capable of news and general announcing network station. Send details to KSEI, Pocatello, Idaho.

OPERATOR — Permanent position with chance of advancement. State qualifications and enclose small photo. Please include your recommendations. Write Technical Manager, WFDF, Flint, Michigan.

WRITER—Industrial Motion Picture producer wants contact with experienced independent script writer. Box 752, BROADCASTING.

A-1 Announcer For NBC-Mutual Affiliate—Attractive New York State city under 100,000 population. $50.00 guarantee. Excellent opportunity for alert. accomplished and stabilized family man with congenial and progressive organization. Box 751, BROADCASTING.

We Need A Girl with at least full year's experience in pure, unadulterated commercial continuity writing. There is no dramatic writing or Women's Hour broadcasting connected with this job. $35.00 weekly to start. Incidentally, it's mighty nice living up here.

WTAQ
Green Bay, Wisc.

CBS
5,000 watts

Salesman-Announcer — For progressive independent station at once. Give full particulars. Good salary. KBND, Bend. Oregon.

Help Wanted (Cont'd)

UNUSUAL OPPORTUNITY—For good experienced man or woman announcer at 1000 watt regional station. Send complete information on experience and audition record to WPIC, Sharon, Penna.

Wanted—Experienced time salesman . . . unusual opportunity for right person. Salary and commission. State all first letter. Station located in New York State. Box 747, BROADCASTING.

Metropolitan 5 kw CBS station needs promotion merchandising manager. Permanent position. Excellent chance for advancement. Draft deferred. Reply in full detail. Box 748, BROADCASTING.

CONTINUITY WRITER—Southeastern regional station has opening for young woman with experience handling copy for local accounts. Can also prepare and air daily woman's program if she qualifies. Pleasant, reasonable living accommodations available. $30 for 40 hour week. Permanent to right individual. State all details first letter. Box 749, BROADCASTING.

WANTED—Three experienced announcers immediately. WCBT, Roanoke Rapids, North Carolina.

IN CALIFORNIA—Chief Engineer with some announcing ability for 250 watt local with brilliant future. Box 742, BROADCASTING.

ANNOUNCER—Permanent position for draft deferred announcer. Basic salary plus talent opportunities. Send audition record, snapshot and detailed information. WSAV, Savannah, Georgia.

WANTED LICENSED OPERATOR—Position open immediately with network affiliate. Wire or telephone Manager, Station WLAV, Grand Rapids, Michigan.

New Station going in. Can use commercial salesman, engineers, announcers. Write Robin Weaver, Clarksdale, Miss.

TECHNICIAN—CBS basic, California station has opening for technician with First Class Radiotelephone license. Salary, union scale. Permanent position. Box 739, BROADCASTING.

Actions of the FEDERAL COMMUNICATIONS COMMISSION

JANUARY 15 TO JANUARY 21 INCLUSIVE

Decisions . . .

JANUARY 19

KYCA Prescott, Ariz.—Designated for hearing application for transfer control from Albert Stetson to KTAR Broadcasting Corp.

KNET Palestine, Tex.—Granted transfer control from Bert Horswell, Beverly Gordon Horswell and Pauline Mayer Gordon Estate to Ben A. Laurie, Billy A. Laurie and Leita Moye Laurie, by transfer 100% of issued and outstanding stock for $7,800.

WHO Des Moines—Granted transfer control from Daniel David Palmer to B. J. Palmer, Mabel Palmer, Daniel David Palmer and William M. Brandon. No money consideration involved.

WHLN Harlan, Ky.—Granted CP change 1450 kc to 1230 kc.

JANUARY 20

WBNY Buffalo, N. Y.—Adopted proposed findings of fact and conclusion denying application for change 1400 kc to 680 kc.

Applications . . .

JANUARY 17

WNYC New York—Extension special service authorization to operate additional time between 6 a.m. and sunrise and the hours of sunset at Minneapolis and 10 p.m. using DA for period beginning Feb. 1.

KGGF Coffeyville, Kan.—Mod. CP which authorized installation of new transmitter, for extension completion date to April 22, 1944.

KWK St. Louis—Transfer control from Grace C. Convey to Robert T. Convey through retirement of 130 shares outstanding stock and dissolution of voting trust.

Board of Education, Newark, N. J.—CP new non-commercial education station, 42100 and 42900 kc, 100 w and 1 kw.

KXOX Sweetwater, Tex.—Transfer control from George Bennitt, Russell Bennitt Jas. H. Beall Jr., Joe H. Boothe, J. H. Doscher, R. M. Simmons, Harry Rogers, C. R. Simmons and Harley Sadler to Wendell Mayes J. S. McBeath and Mittie Agnes McBeath. Incomplete.

Tentative Calendar . . .

WJAX Jacksonville, Fla.—CP install auxiliary transmitter.

KVOP Plainview, Tex.—Mod. CP which authorized construction of a new station for approval of site and antenna. Incomplete.

JANUARY 18

Hildreth & Rogers Co., Lawrence, Mass.—CP new FM station, 44900 kc, 2,970 sq. mi.

New York Times Co., New York—CP new FM station, 45500 kc, 8,250 sq. mi.

Industrial Tool & Die Works, Minneapolis—CP new experimental television station, 78000-84000 kc, A 5 and special emission, 5 kw visual, 3 kw aural.

JANUARY 19

WKAQ San Juan, Puerto Rico—Mod. CP authorizing move transmitter and studio for extension completion date to 7/26/44. Also mod. CP authorizing move auxiliary transmitter for extension completion date to 7/26/44.

WDAK Columbus, Ga.—Vol. assign. license from L. J. Duncan, Leila A. Duncan, Josephine A. Keith, Effie H. Allen, Aubrey Gay, d/b Valley Broadcasting Co. to L. J. Duncan, Lelia A. Duncan, Josephine A. (Keith) Rawls and Effie H. Allen d/b Valley Broadcasting Co.

KOB Albuquerque, N. M.—Extension special service authorization to operate on 770 kc, 25 kw N and 50 kw D.

KPQ Wenatchee, Wash.—Extension special service authorization to operate on 560 kc, 500 w N, 1 kw D. Amended to change to 250 w N and 1 kw D.

JANUARY 21

WDSU New Orleans—License cover CP authorizing installation new transmitter, move transmitter, increase power, install DA.

KVOP Plainview, Tex.—Mod. CP authorizing construction new station for approval antenna, studio and transmitter sites.

WLOL Minneapolis—CP changes transmitting equipment, changes in DA to be used D-N, increase 1 kw to 5 kw.

24 Hours a Day!
WOL
WASHINGTON
Washington's Only 24 Hour Station
1000 WATTS
1260 KC.
AFFILIATED WITH MUTUAL BROADCASTING SYSTEM

HELP WANTED

• One of south's leading stations, major market, network affiliated, needs experienced salesman immediately. Prefer southerner, Salary and bonus. Permanent position

Box 764
BROADCASTING

Help Wanted (Cont'd)

SALESMAN WANTED by network affiliate station in medium sized market. The man we want is now working on either a local or a network station, and looking for the opportunity to become affiliated with a station where he will have the opportunity to advance to Sales Manager. Advise complete history in first letter. Position will pay salary and commission. Address Box 745, BROADCASTING.

ANNOUNCER — Experienced man preferred; well-recommended radio school graduate considered; by New England basic network affiliate. Starting salary $39 for 48 hours. Please give complete background in first letter. Box 746, BROADCASTING.

Like to be **CONTINUITY CHIEF** of 1000 watt regional station? Exceptional opportunity for capable, experienced writer. Send complete information on experience and samples of work to WPIC, Sharon, Penna.

ANNOUNCER—Wanted by WSPD, Toledo. Must be capable, experienced man with unquestionable references. Wire or write stating qualifications, WSPD, Broadcast Building, Toledo, Ohio.

Situations Wanted

MANAGER OR COMMERCIAL MANAGER—Now managing network affiliate. 5 years radio, 6 years newspaper. Sales representative National Firms 5 years. Happily married, 2 children, reliable, proven sales record. Box 743, BROADCASTING.

Announcer-Program Director—Draft exempt, honorable discharge, two years college, five years local, 7 network experience. Married and settled. Best references. West Coast only. Box 760, BROADCASTING.

Situations Wanted (Cont'd)

Chief Engineer—Desires change. Prefer Pacific Northwest or Western States. Experienced 250 to 50 kw. Capable, draft exempt, family man. Available for permanent position on reasonable notice. If you need an all around man (engineer-operator-announcer) investigate. Box 733, BROADCASTING.

EXECUTIVE—Energetic and aggressive young man with nine years experience in most phases of broadcasting, qualified for position as manager or program director. Excellent references. West Coast preferred. Family. Draft deferred. Box 729, BROADCASTING.

News, Continuity Writer—Desires work in N. Y. C. Woman, 25, single. Experience two 50,000 watt stations. Box 731, BROADCASTING.

PROGRAM DIRECTOR—Announcer, now with fifty thousand watt key network station, wishes change of position. Versatile, competent background experience. Married. Family. Draft deferred. Desire Pacific Coast location. Available thirty days. Box 728, BROADCASTING.

Young Woman Announcer—Some experience desires position with growing station. Available immediately. Box 730, BROADCASTING.

TRANSMITTER ENGINEER—At 50,000 watt station desires change and permanent connection. Prefer South, Southwest. Extensive experience. Box 761, BROADCASTING.

WANT MORE BUSINESS—Station or Commercial Manager can get it for you. Familiar with all phases of station operation; local and national sales and promotion, fifteen years experience, aggressive, reliable, past draft age. To prove ability will consider deal with percentage over your present volume. Box 740, BROADCASTING.

Experienced Regional Network Announcer desires change to California position. Have Honorable Discharge. $45 week. Box 741, BROADCASTING.

Situations Wanted (Cont'd)

TRAINED RADIO HELP AVAILABLE—To help offset the shortage of technically trained Radio personnel, we are preparing women for second and first class radio-telephone licenses and other Radio communication work. Some trained girls are available right along. When you need women technicians, please write us. No obligation, no fees. **DeFOREST'S TRAINING, INC.**, 2533 N. Ashland Ave., Chicago 14, Illinois.

ENGINEER—Interested in permanent position as chief 1-5 KW. Age 26, married, 1 child, 4F. Ten years experience all phases, capable of taking complete charge of technical dept. Now employed at one of country's largest transmitter installations at $3500. Box 735, BROADCASTING.

TRANSMITTER ENGINEER—50 KW experience—4F. Desires change. Middlewest or South. Living conditions important consideration. Box 736, BROADCASTING.

Chief Engineer—Graduate engineer. Ten years installation, operation, maintenance, broadcast, international, aeronautical, marine radio. Radio instructor. Full responsibility equipment and staff. AM or FM. Immediate data, picture, BOX 737, BROADCASTING.

MANPOWER SHORTAGE? Am seeking permanent connection managing or supervising sales - programming. No wizard, but producer backed by eight years experience announcing, programming, producing, selling, station operations. Single, 4-H, capable, congenial, versatile. Previous experience newspaper and publicity. Box 738 BROADCASTING.

Announcer-Writer—3 years experience. Now employed NBC affiliate. Draft status 4F. Reply Box 734, BROADCASTING.

For Sale

FOR SALE—179 ft. Blaw-Knox tower insulated, self-supporting, tapered cross-section. Price, $2,525 cash. KFAC, Los Angeles 5.

For Sale—250-watt transmitter, almost new. Also RCA 1-kw amplifier unit, two complete sets tubes. Robin Weaver, Philadelphia, Mississippi.

Wanted to Buy

WANT local radio station. Box 732, BROADCASTING.

Wanted To Buy—All or controlling interest in a local or regional station located in a southeastern state, present management and personnel to continue operations. Box 759, BROADCASTING.

Wanted To Buy—250 watt transmitter and other station equipment. Gibe full pedigree. Roberts, 2428 Green Street, Harrisburg, Pa.

Wanted To Buy—One or two self supporting vertical radiators 250-300 feet high. WKBH, LaCrosse, Wisconsin.

Wanted To Buy—Complete station equipment from transmitter to antenna. Box 750, BROADCASTING.

WANTED—250 watt transmitter complete; also other equipment. Phone Nathan Frank, WCBT, Roanoke Rapids, N. C.

Wanted To Buy—10,000 to 50,000 watt transmitter desired for Latin America. Please send all information to Pan American Broadcasting Company, 330 Madison Ave., New York 17, N. Y.

Equipment Wanted—RCA or Federal Field strength meter. State condition, last calibration date and price. Box 744, BROADCASTING.

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in the
CONTROL
ROOM

JOE HUFFMAN, recently discharged from the Signal Corps, has joined the technical staff of WLAC Nashville as operator. He succeeds Oscar Griffin who has been promoted to engineer. Charles Dorris, engineer, has left the station to join the Philco Corp. in a maintenance capacity.

CHARLES M. FITZGERALD, formerly of CKNX Wingham, Ont., is now engineer of CKWS Kingston, Ont.

MARSHA ALLEN has joined WTAG Worcester as control operator trainee.

GEORGE C. CONNOR, radio field engineer of Sylvania Electric Products Co., has been appointed manager of the California division of equipment tube sales. He will be headquartered in Los Angeles.

RALPH SARGEANT, engineer of KLZ Denver, is the father of a boy.

BEN KIEVET, supervisor of customer services of Sylvania Electric Products in Emporium, Pa., has joined the New York office as field engineer in the equipment sales dept. for the metropolitan and New England area.

CHARLES KUNZE has joined the engineering staff of WCCO Minneapolis as apprentice technician.

CHARLES FRANCES HARKINS, for the past two years a control operator of WCOP Boston, has been inducted into the Army.

FRANK DUFFIELD, transmitter operator of CKY Winnipeg, is the father of a girl.

BILL FARADAY has joined the transmitter staff of CKY Winipeg. Formerly with the engineering department of the Manitoba Telephone System, he joined CKY after his discharge from the Canadian Army for medical reasons.

JOSEPH MORETTI, former director of radio instruction for National Youth Administration centers in New Jersey and Reading, Pa., has joined the engineering staff of WPAT Paterson.

ROBERT E. DALTON, formerly of NBC Chicago and now transmitter engineer of WMAL Washington, is the father of a girl.

WANTED

Thoroughly experienced announcer for a permanent position with an aggressive NBC station. Send photograph and audition disc with first letter. Good opportunity for a good man. Write—

KDYL

Salt Lake City

WANT TO SELL NEWS?

Newscaster and editor, nine years in radio under national advertiser sponsorship, desires new connection with metropolitan area station or one with secondary coverage. Earning record and audience rating high among independent station newscasters. Information on request.

Box 763, BROADCASTING

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
DEDICATED TO THE
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL F GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.
MO 2-7859

HECTOR R. SKIFTER
CONSULTING RADIO ENGINEERS
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
- Evening Star Building, Washington, D. C.
- 321 E. Gregory Boulevard, Kansas City, Mo.
- Cross Roads of the World, Hollywood, Calif.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—AND DAY
R.C.A. Communications, Inc.
66 Broad St., New York 4, N. Y.

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Consulting Radio Engineers
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Specializing in Broadcast and
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METER REPAIR
Electronic Instrument
Repair and Modification
BRADEN ENGINEERING CO.
3317 Kenmore Ave.
Dayton 10, Ohio

Price Charts Pre-Invasion Censorship

Strict Interpretation Of Voluntary Code Is Asked of Radio

A REVIEW of the voluntary censorship code by broadcasters of news material as the European invasion nears was urged last Wednesday by Byron Price, Director of Censorship.

Strict adherence to the code in preparation for radio coverage of the invasion was asked by Mr. Price, who reminded newscasters that: "The coming invasion confronts voluntary censorship with its greatest responsibility, for there is no way to conceal from the enemy that an invasion is in prospect, or that the British Isles will be used as a base."

Competition Out

"No American broadcaster," said Mr. Price in his memorandum, "will want the distinction of being first to disclose where, when and how our troops will strike." Referring to the coming operations, Mr. Price requested broadcasters and editors to be mindful of the code's provisions against broadcast or publication, without appropriate authority, of information relating to troop movements.

Revision of the Censorship Code Dec. 10, 1943, as it effects news concerning military bases, etc., located in stations' neighborhoods, will be helpful to broadcasters [BROADCASTING, Dec. 13] Mr. Price said.

No Backstairs Gossip

"Appropriate authority for any disclosure within the restricted list," Mr. Price stated, "must be of absolutely unquestioned standing if security is to be protected. We need urgently a complete moratorium on backstairs gossip and hair-line authenticity regarding this critical battle. In case of the slightest doubt, consult the Office of Censorship," Mr. Price urged, and "let us have no black market in information so dangerous to American life."

Mr. Price's memorandum to broadcasters and editors follows:

The coming invasion of Europe confronts voluntary Censorship with its greatest single responsibility. There is no way to conceal from the enemy that an invasion is in prospect, or that the British Isles will be used as a base. What we must protect at all hazards is information of the time and place of attack, the strength of the attacking force, and its technical makeup and equipment.

This is not a field for the customary competitive news-gathering. No American newspaper man or broadcaster will want the distinction of being first to disclose where, when and how our troops will strike. But no one should forget for a moment that inadvertent disclosures are exactly as valuable to the enemy as deliberate disclosures.

In every reference to the coming operations you are earnestly requested to keep in mind the Code provisions against publication or broadcast, without appropriate authority, of:

1. Secret war plans;
2. Movement of ships and troops, (including movements of high officers and personnel known for specialized activities);
3. Allied or enemy secret weapons and equipment and counter measures of defense. Weapons and defense measures of the enemy are included because it would be to his advantage to know how good our intelligence is.
4. International negotiations which concern military operations.

Avoid Speculation

Special precautions are necessary regarding information from abroad which bears on the invasion and involves any of the subjects listed above. No such information should be published or broadcast in this country if the enemy would be informed thereby. Information in the listed categories coming direct from a neutral or allied country but which might not be generally available in that country, should be submitted to the Office of Censorship before use. This restriction does not apply to material from enemy countries; material originating in the British Isles and cleared by British Censorship; material cleared by Allied Military Censorship overseas; or material which already has been published, sent by radio, or otherwise generally disseminated in any area abroad. The test should be, "Does the enemy know this?"

All speculation about the invasion should be kept strictly within the limits laid down in the Codes and no device of speculation or prediction used to disclose restricted information. Bear in mind that it is always hazardous, in connection with future operations, to mention dates, even by month or season; or to point out the likelihood or desirability of a landing in one country or on one particular section of the coast; or to forecast how many troops or units will be employed.

Opinion on these subjects should be labeled as opinion, and no attempt to set forth actual expectations of the high command should be made (except in case of formal official announcement) without prior reference to this office.

The appropriate authority for any disclosure within the restricted list must be of absolutely unquestioned standing if security is to be protected. We need urgently a complete moratorium on backstairs gossip and hairline authenticity regarding this critical battle. In case of the slightest doubt, consult the Office of Censorship. Let us have no black market in information so dangerous to American life.

Recently the Codes have been relaxed in several respects but in no respect which touches the fortunes of Gen. Eisenhower's invading Army. Please take no chances.

Josephe in Field

MARINE CORPS radio correspondent, Sgt. Alvin Josephe, formerly of WOR New York and the Radio Branch of OWI, has left for active duty in the South Pacific. He will be under Capt. Raymond Henri, USMC, who has devised several types of portable radio equipment for use in the field. Capt. Henri was also with OWI before joining the Marine Corps.

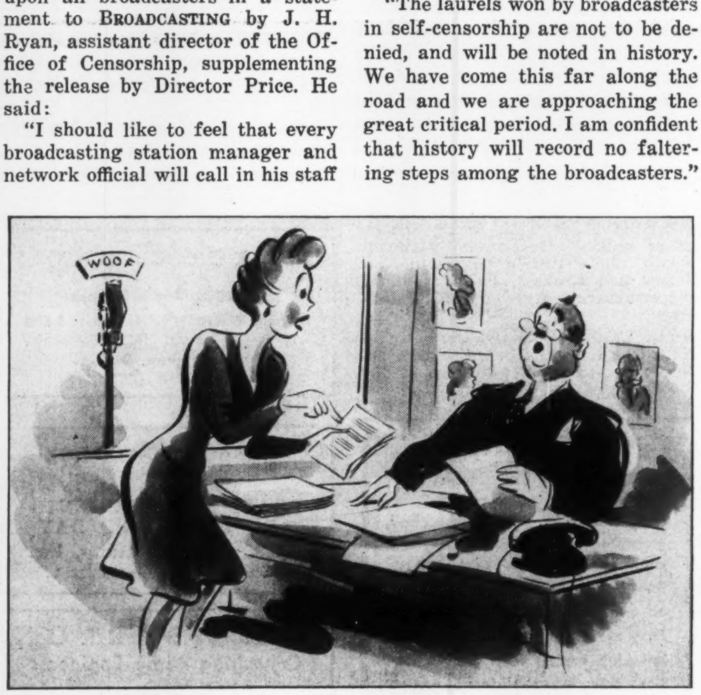
CELEBRATING the new year, KFAR Fairbanks, Alaska, went to 10,000 w 660 kc on Jan. 1.

RYAN EXPLAINS INVASION RULE

NECESSITY for tightening all censorship defenses in preparation for the coming invasion was urged upon all broadcasters in a statement to BROADCASTING by J. H. Ryan, assistant director of the Office of Censorship, supplementing the release by Director Price. He said:

"I should like to feel that every broadcasting station manager and network official will call in his staff upon receipt of Mr. Price's release, and re-examine the entire voluntary censorship structure.

"The laurels won by broadcasters in self-censorship are not to be denied, and will be noted in history. We have come this far along the road and we are approaching the great critical period. I am confident that history will record no faltering steps among the broadcasters."



Drawn for BROADCASTING by Sid Hix

"Who's Going to Read the 'Don't Travel—Stay at Home' Messages While Our Vice-President Is in Florida?"

Hope Springs

MAJORITY of women expect the first models of radio receivers produced after the war to be drastically improved, according to interviews with 6,400 women shoppers made in 13 cities by Scripps-Howard Newspapers, results of which were presented at the National Retail Dry Goods Assn. recent meeting held in New York. Asked for various products, "Do you expect the first models after the war to be drastically improved?," 69.1% answered yes for radios, more than for any other type of product. Affirmative responses for other products were: automobiles, 63.2%; electric refrigerators, 57.4%; small appliances, 55.6%; washing machines, 55.3%; furniture, 53.2%; lighting fixtures, 52.0%; kitchen cabinets, 49.9%.

CBS Will Carry Phila. Orchestra

Series Has No Sponsor as Yet Eugene Ormandy to Conduc

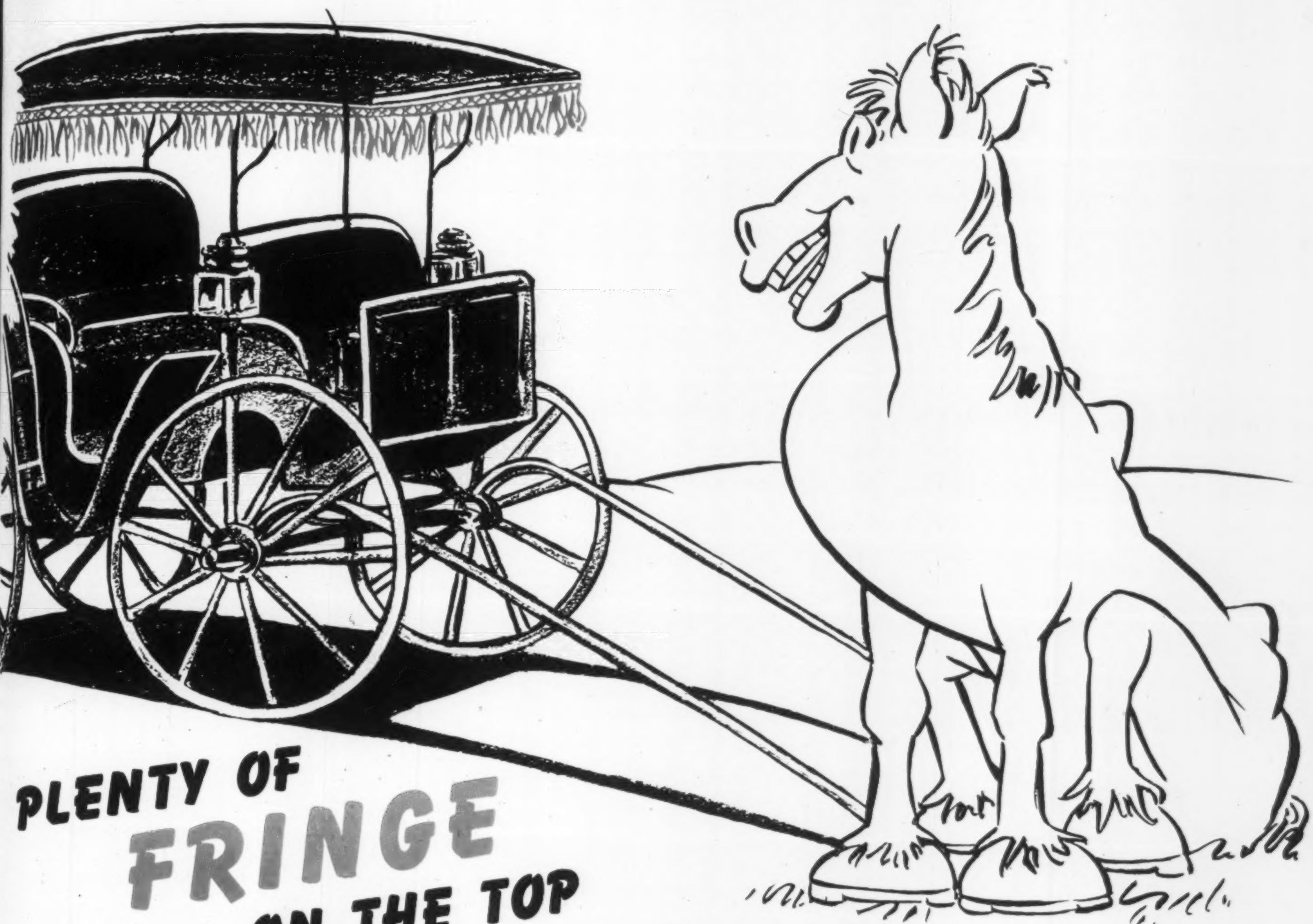
PHILADELPHIA Orchestra, which was prevented from starting o CBS last fall because of difficulties with the musician's union, wil be heard on the network in a series of 13 Saturday afternoon concerts, beginning Jan. 29. The hour-long program, starting at 3:3 p.m., will be broadcast from Philadelphia's Academy of Music without a studio audience.

Eugene Ormandy, music directo and conductor of the orchestra will conduct 11 of the concerts with Saul Caston, associate conductor, and Bruno Walter each handling two of the remaining fou programs. Music annotator will b Harl McDonald, manager of th orchestra, and a composer in hi own right.

While no sponsor has been name for the series, it is expected tha the symphonic ensemble, one o the 16 major city symphonies i the country, will go commercia before long. It was sponsored o CBS in 1931 by AT&T, until 193 by Philco Corp., and during the 1933-34 season by Liggett & Myer Tobacco Corp. Mutual has carrie its Friday afternoon concerts fo the past two years.

AFA to Meet

FORTIETH annual meeting an second War Advertising Conference of the Advertising Federatio of America will be held at Hote Sherman, Chicago, June 4-7, it wa announced last week by Presiden Joe M. Dawson. "Advertising's increasingly important part in directing our civilian wartime efforts," Mr. Dawson said, "must be brough into our communities with mor telling effect. Besides, advertisin has a tremendous responsibilit just ahead in the postwar era."



PLENTY OF FRINGE ON THE TOP

Who ever heard of a spirited "Texas Rangers" bronc hitched to a surrey? Don't misinterpret—he's only admiring *the fringe on the top.* Horses are human, too. Everyone likes words of praise—*fringe* to you. Recently within one week The Texas Rangers transcribed library received enough fringe to go the surrey around. Each bit of fringe is a testimonial to the veracity of vigorous claims made on the flexibility and the acceptance of The Texas Rangers. Certainly, it's worth an investigation!

Fringe which read, "KRLD (Dallas) believes that the Texas Rangers are one of the best buys for any station... sold to a local drug chain... bought two local quarter-hour shows daily... client is well satisfied... and you may rest assured that he will not give them up for some time to come." *Would you look at that chest expansion!*

Fringe that speaks in terms of a renewal. From far across the blue Pacific, KGU of Honolulu renews The Texas Rangers in behalf of its prominent ice cream company sponsor... renewed for the second 52 weeks period ... with an option on the third. That's proof in the eating! *Don't look now—something's got to give. Oh...!*

This third bit of **Fringe** got him! Vice President William Burkhardt says that his Burkhardt Brewing Company has the greatest gain of any Ohio brewery. He gives The Texas Rangers primary credit because this is his principal advertising effort... Whether it's beer or ice cream, manufacturers or retailers, The Texas Rangers have proof of success.

The Texas Rangers **LIBRARY**

An Arthur B. Church Production—*Write George E. Halley, Pickwick Hotel, Kansas City 6, Missouri*